CHEMIST & DRUGGIST

the newsweekly for pharmacy

October 27, 1990

OVER THE COUNTER INSIDE

CERUMOL®

An arachis oil base containing paradichlorobenzene and chlorbutol.

EAR DROPS

the confident way to unblock ears

Ref 1. Holmes RC, Johns AN, Wilkinson JD, Black MM, Rycroft RJG. J Soc Med 1982; 75: 27-30.

Further information is available from Laboratories for Applied Biology Ltd 91 Amhurst Park, London N16 5DR Telephone 01-800 2252

Cerumol® is a registered trade mark

Trade reacts to vitamin A warning

PSNC gets nothing from Review Panel

Franchising — the way ahead for independents?

Setting up shop: the right business structure for you

Rises in UBR forecast for '91

Vitamins—a *C&D* Fisons seminar

Zestril▼
lisinopril ICI

Prescribing Notes.

▼ Special reporting to CSM required

Consult data sheet before prescribing.

Use: Hypertension when standard therapy is ineffective or inappropriate. Congestive heart failure (adjunctive therapy)

Presentation: Tablets containing 2·5mg, 5mg, 10mg or 20mg lisinopril ('Zestril')

Dosage and administration: **Hypertension** – initially 2·5mg daily, a 2·5mg dose seldom achieves a therapeutic response, adjust dose according to response. Maintenance usually 10-20mg once daily. Maximum is 40mg daily. Diuretic-treated patients – if possible stop diuretic 2-3 days before starting 'Zestril'. Resume diuretic later if desired.

Congestive heart failure (adjunctive therapy) – initially 2·5mg daily in hospital under close medical supervision, increasing to 5-20mg once daily according to response. Impaired renal function – may require a lower maintenance dose. 'Zestril' is dialysable. Elderly patients – no change from standard recommendations.

Contraindications: Pregnancy – stop therapy if suspected. Hypersensitivity to 'Zestril'. Patients reacting with angioneurotic oedema to previous ACE inhibitor treatment.

Precautions: Assessment of renal function is recommended. Renal insufficiency, renovascular hypertension; surgery/anaesthesia, possibility of hypotension especially in ischaemic heart disease and cerebrovascular disease. Combination with antihypertensives may increase hypotensive effect. Sometimes increased blood urea and creatinine and/or cases of renal insufficiency if given with diuretics. Minimises thiazide-induced hypokalaemia and hyperuricaemia. Potassium supplements, potassium-sparing diuretics and potassium – containing salt substitutes not recommended. Indomethacin may reduce hypotensive effect. Possible reduced response in Afro-Caribbean patients. Use with caution in breastfeeding mothers. Do not use in aortic stenosis or outflow tract obstruction or cor pulmonale. Monitor lithium serum levels if lithium salts administered.

Side effects: Dizziness, headache, diarrhoea, fatigue, cough and nausea. Less frequently, rash and asthenia. Rarely, angioneurotic oedema and other hypersensitivity reactions, renal failure, symptomatic hypotension (especially if volume-depleted), severe hypotension (more likely if severe heart failure), palpitation, hyperkalaemia, increases in liver enzymes and serum bilirubin (usually reversible on discontinuation of 'Zestril') and impotence.

Product licence numbers and basic NHS cost: 'Zestril' 2·5mg (29/0208) 28 tablets, £7·84, 5mg (29/0204) 28 tablets, £9·83, 10mg (29/0205) 28 tablets, £12·13, 20mg (29/0206) 28 tablets, £20·96

'Zestril' is a trademark.

Further information is available on request

I'm sitting on top of the world!

Everyone has a certain zest for life. 'Zestril' lets your hypertensive patients enjoy their's. 'Zestril' is an effective ACE inhibitor from ICI. 'Zestril' is taken once daily, so encouraging good patient compliance.

A valuable aspect of 'Zestril' therapy is that it is well tolerated, and suitable for a wide range of hypertensive patients (for whom conventional therapy is ineffective or inappropriate). Your hypertensive patients will appreciate the convenient dosage and good tolerability of 'Zestril'. It's a therapy they'll find easy to live with – one which helps retain their zest for life. Helps retain that 'sitting on top of the world' feeling.

Zestril
lisinopril ICI

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COMMENT

This week we publish another co-sponsored training seminar, part of the considerable training package available to subscribers of *Chemist & Druggist* (p751). Earlier this year we relaunched our technical features on prescription and OTC medicines, and clinical and practice matters under the Pharmacy Update banner — each month there are at least 10 pages of colourful, well illustrated, user-friendly data. And for the independent community pharmacist Eric Jensen has been giving hints on "Setting up shop" in a six-part series, while John Kerry has been focusing on individual businesses, suggesting how they can pick up on their good points and remedy some of their failings.

Assistants continue to have many of their training needs addressed by our monthly *Over the Counter* supplement. Each month there are comprehensive articles on how to use medicines and beauty products, while in a calendar year we index the USPs of all OTC medicines as a ready reference. *Over the Counter* also publicises industry-sponsored training events notifed to *C&D*. Of course, the National Pharmaceutical Association is in the vanguard of training both pharmacists and assistants, but Sterling Health, Merrell Dow, Ciba, Almay, Reckitt & Colman, Crookes, and a raft of Numark wholesalers, are among those who have been to the fore.

Meanwhile, Department of Health support for the continuing education of pharmacists through Section 63 funding seems to grow. Last week we had notice of a distance learning initiative for the UK written by the Pharmacy Practice Research Group at the Queen's University of Belfast. This week we learn Section 63 funds two computer assisted learning packages — the first of their type — one from Liverpool Polytechnic, the other led by the College of Pharmacy Practice (p725).

All such initiatives are part of the necessary and increasingly available further education offered to pharmacists and their assistants — but none of it is yet compulsory. Earlier this year the Society produced proposals that could lead to a national curriculum with certificates for course attendance. With doctors already having accepted medical audit from the Government, pharmacy cannot be too far away from a similar situation. And with the public thirsty for knowledge the profession needs to take full advantage of what is on offer.

"DON'T LOOK SO WORRIED MRS BLOGGS, IT'S NOT FRESH LIVER"

Trade responds to vitamin A warning

Evidence that high levels of vitamin A during pregnancy may cause birth defects has prompted the Chief Medical Officer to advise expectant mothers not to take vitamin A supplements except when recommended to do so by a doctor or antenatal clinic.

High levels of the vitamin in some animal livers has also prompted him to advise women not to eat liver or liver products, such as paté or liver sausage.

A small number of cases have been reported abroad of birth defects occurring after women have taken daily 8,000-10,000 mcg or 24,000-30,000iu of vitamin A. An American woman's child also had birth defects after she had eaten large quantities of liver daily throughout pregnancy.

Sir Donald advises that women who stop eating liver need to maintain their iron intake by consuming more lean red meat and meat products, fortified breakfast cereals, bread and vegetables.

He adds: "The cause of high vitamin A levels in animals is being investigated as a matter of urgency with a view to seeing whether changes in current animal feeding practices and in the use of veterinary vitamin A supplements could reduce those levels."

The Department of Health stated the recommended daily intake of vitamin A is 750mcg or 2,250iu, and the maximum intake during pregnancy should be 2,700-3,300mcg or 8,000-10,000iu. Some products on sale contain more than the RDA and this situation is currently being reviewed.

Commenting on the CMO's announcement, Vitalia said: "Vitamin A in reasonable quantities is not only good for women when pregnant, but an essential part of their diet". The Vitalia multivitamin and mineral products contained 3,300iu.

Sanatogen said their multivitamins contained 750mcg of vitamin A and supplied the RDA for all women, while being within the endorsed dosage level.

Seven Seas Healthcare said: "Our products, directed for use in pregnancy, are licensed by the Department of Health for their proven health benefits without side effects and have been recommended for antenatal use for over 50 years".

■ An in-house adverse drug reaction reporting system at the Royal Free Hospital, London, has brought to light a fiftyfold increase in the bioavailability of an injectable vitamin A preparation after the formulation had been changed by Roche Products.

Information pharmacist Janette Hughes and clinical colleagues at the hospital reported in last week's *British Medical Journal*, that several of their patients with liver disease reported severe pain, swelling and peeling at the site of monthly vitamin A injections. Inquiries showed that the oil base for the injection had been changed to a water base, and polyoxyl 40 hydrogenated castor oil had been added as a solubiliser.

Patients whose liver function was impaired, they reported, might be at increased risk of vitamin A toxicity and the signs ascribed instead to the disease.

Mirror apology to Vitalia

A company whose product was inappropriately used to illustrate an article in a national newspaper about the use of sustained release niacin and liver damage has received a published apology.

Last week's *Daily Mirror* statement included the following: "In some editions our report was accompanied by a photograph of niacin pills produced by Vitalia.

"Vitalia Ltd does not market any form of sustained release niacin products. The product pictured in the article is perfectly safe if taken in the recommended dosage."

Vitalia's managing director Pradip Pattni told *C&D* that sensationalism about health might sell newspapers, but it could never be justified if it caused concern to the public. He added: "It is a matter of concern that any good the industry might achieve by setting higher standards can be so easily undone by inaccurate reports."

Methadone shortage?

A manufacturing problem may mean that pharmacists are experiencing difficulty in obtaining the 5g size of methadone powder, according to a Department of Health spokesman. The problem is restricted to the 5g size, the 1g pack remaining available.

Steve Axon, PSNC secretary, says that arrangements have been made with the PPA so that pharmacists will be reimbursed for the additional cost, providing the prescription is suitably endorsed.

A Department of Health spokesman said this will only apply to pharmacists forced to purchase 5×1g packs where a 5g pack is required. Prescriptions fulfilled by purchasing a 5g size will continue to be reimbursed at Drug Tariff prices.

Reports of a shortage of methadone powder have been denied by manufacturers Macarthy Medical and Calmic.

'Look at your pharmacies'

Pharmacy's future lies in the hands of every pharmacist, said David Coleman, the Royal Pharmaceutical Society's vice-president last week.

"It's no use Council saying how good the profession is if patients in our pharmacies do not see the evidence before their eyes," he told the Western Pharmacists Association centenary dinner in London. "This is why we must all look at our pharmacies. Can we improve them? Can we make it clear we are interested in healthcare? Community pharmacies derive 70 per cent of their income from the NHS and a further 10 per cent or so from medicine sales; do our pharmacies reflect this? It is not only what we have to offer that matters, it is what we are perceived to be and what we are believed to offer."

Mr Coleman went on: "We are judged by the patients we helped today — the patient with an incontinence problem who found a sympathetic and understanding listener, the mum with a young baby who found reassurance.

"Although we are pharmacists, not social workers, we must not ignore the treatment of the whole patient," he concluded. "We have prided ourselves on being the most approachable of all the professions. We must build on that."

Addict bites pharmacist

A drug addict in Newcastle-upon-Tyne has used a new form of violence during an attempt to obtain drugs from a pharmacy. The addict, who is HIV positive, grabbed the pharmacist and sank his teeth into his hand and said: "I'll give you AIDS". The pharmacist, whose name has not been disclosed, is undergoing tests to see if he has contracted the disease.

Police were called during the attack. The addict was bailed after appearing before magistrates accused of wounding with intent.

A spokeswoman for the National Pharmaceutical Association said she was horrified by the event. It was important to get the message across that such attacks would yield little as pharmacies now stocked a minimum of Controlled Drugs.

Computer assisted learning coming soon

Computer assisted learning is likely to be the next important advance in continuing education for community pharmacists.

Unlike the distance learning package on health screening now being mailed directly (last week, p686), computer packages will be issued firstly to regional course organisers who will use them in courses. The aim is to offer an interactive system with a question and answer format.

The first package, being produced by Liverpool Polytechnic, is expected to be available in the next few months. It covers two topics; the major part is devoted to response-to-symptoms case studies while the rest is devoted to pharmacy law multiple choice questions.

Another project, being devised by the College of Pharmacy Practice in conjunction with the National Council for Educational Technology, is expected to be available in Autumn 1991. It will provide computer assisted learning on response-to-symptoms, dealing initially with the upper respiratory tract then possibly other areas.

The schemes are being funded by the Department of Health under Section 63 of the Health Services and Public Health Act 1968. It is the first time the Department has funded a project of this type and its efficacy and acceptability to pharmacists will be evaluated. A feasibility study was undertaken first.

Liverpool Polytechnic has also produced two VHS video programmes — "Screening for health in the community pharmacy" and "Improving the role of pharmacy in health promotion" — to support the distance learning package on health screening compiled by the Queen's University, Belfast. They should be available from the Royal Pharmaceutical Society's recorded lecture service and regional course organisers in a few months.

AIDS reports highest yet

Numbers of AIDS cases are clearly increasing, and the 365 new cases reported in the UK this quarter is the highest quarterly total yet, says the Department of Health.

The figure is substantially higher than the 327 reported in the first quarter of the year and the 276 reported in the second quarter. Last year's figures suggested an apparent levelling off in the rate of notification. This is no longer the case, says the DoH, and it appears that AIDS cases are increasing in a linear fashion.

The cumulative total of cases reported in the UK is 3,798, of whom 2,040 are known to have died. Cases in heterosexuals are increasing faster than in any other group, with 240 acquired by intercourse and 136 from sharing injection equipment.

The total of HIV antibody positive reports is 14,723.

The speakers line up before the presentation of their papers at a seminar on vitamins jointly sponsored by Chemist & Druggist *and Fisons Consumer Health. From the left are Professor Arnold Bender, senior brand manager Catherine Patterson, sales planning manager Peter Marsden, and medical services manager Dr Stephen Hewitt. Mr Marsden gave a presentation on how to organise shelf display to get the most out of vitamin sales*

Back at the crossroads?

At what ever pharmaceutical forum he had attended during his year of office somebody, sooner or later, had said that pharmacy was at the crossroads, commented Mr R. McMullan, president of the Pharmaceutical Society of Northern Ireland, at its annual meeting.

But crossroads are places where decisions have to be made and options exercised, said Mr McMullan. Because of the difficult challenges that had been successfully faced by all branches of the profession over the years, pharmacy was in a strong position to make further progress and to face and overcome the challenges of the 1990s.

At the 65th annual meeting, which took place on September 27, the following pharmacists were elected to Council for a period of three years: John Alexander Crawford, Terence Gabriel Hannawin, William Thomas Hunter, Terence Anthony Maguire, Catherine O'Rourke and William Woodside.

Mr McMullan thanked his colleagues on Council for their help and support during the year. He also thanked the secretary and his staff for their support, especially Carole Anthony and Naomi Hutley for coping during Mr Lawson's illness.

EC debates regulatory procedures

The fifth Directive in the package for establishing a single market in pharmaceuticals after 1992, which concerns future systems for marketing products, is up before the European Parliament.

The Directive, which received wide coverage in the Press last week, proposes that after 1992 there would be two procedures for approving drugs. One would be a centralised system, for new chemical entities and biotechnology products, which would be granted a licence by a European drugs agency.

All other medicines would have the option of continuing to rely on national approval for their products, a decentralised process. Mutual recognition, whereby one country can approve a product that has been licensed in another, would then apply.

Changes to Dental List

Co-codaprin dispersible tablets were deleted from the Dental List in England and Wales with effect from October 1. However, because they were omitted from the advance notice in the September Drug Tariff any dental prescriptions dispensed during the month of October will be passed for payment. From November 1 any orders for co-codaprin dispersible tablets on form FP14 will be disallowed.

PSNC and the Department are taking steps to ensure future changes are notified in advance. PSNC will also discuss with the British Dental Association how dentists are told of changes.

Review Panel update

Pharmaceutical Services Negotiating Committee has issued a statement regarding its meeting with the Pharmacy Review Panel on October 16, but refuses to comment further.

"The Panel stated that it wished to be of assistance to both PSNC and the Department of Health in the agreement of remuneration. It was recognised that both the remuneration system and the role of the Panel had now changed and that it was important that both parties now discuss the question of criteria on which to base future remuneraion negotiations. The Panel refused to discuss the imposed 1990/91 package. In addition, the Panel emphasised the importance of the rules of reference being defined and made the point that its role would be in the interpretation of these rules and not in the adjudication as to their fairness."

Augmentin, Eskornade recall

Smithkline Beecham are recalling two batches of Augmentin 375mg dispersible tablets 21s that were dispatched between June 21 and October 8. The batches, numbered 29744A and 29744B, contain tablets which may have discoloured to off-white/yellow due to poor foil sealing.

SB also report that a number of batches of Eskornade Spansule capsules, manufactured between August 1985 and June 1987, could become sub-potent before reaching their stated expiry date.

As a precaution, they are recalling the following batches — in securitainers of 30: FC 5751; in blisters of 30: FJ5878, GD 7266, GJ 7731, HF 7972, HJ 7133; and in securitainers of 250: FC 5751, FI 5878, FK 7133.

Stocks of the above batches of both products should be returned to wholesalers for credit. Stock received directly from SB should be marked "batch recall" and sent to Returned Goods Inwards, SB Pharmaceuticals, Ridgeway, Welwyn Garden City, Herts. A credit note will be issued.

Over a dozen MPs have now signed the Parliamentary Motion calling on the Department of Health to resist giving permission to Roussel Laboratories to market the abortion pill RU486.

TOPICAL REFLECTIONS

by Xrayser

Unhappy nappies

Unichem have already shed their "friendly" image and with a vengeance. Having altered pharmaceutical wholesaling irretrievably they are now polishing their halo in the pages of *The Grocer* (September 29, 1990). If your local Unichem depot is unable to supply nappies, never fear, you can now placate that worried mother and send her down to the local corner store, safe in the knowledge that your superb quality and prices can now be matched by her friendly grocer — his Castlecraft nappies, of course, are supplied by Unichem!

As a "Plc" company, Unichem have a duty to their shareholders to sustain profitability. Trading with the grocery sector may make sound commercial sense, but beware; in a free market and with a tidy capital gain in their pockets, some Unichem customers may prefer to transfer allegiance to more partisan suppliers.

Servicing medicines

There is a well respected family bookshop near me and I have known its owner for many years. He was sorrowful at Dillons' attempt to break the Net Book Agreement (*C&D*, October 20 p713), seeing it as an attempt to increase market share at his expense, but at the same time he predicted that Dillons would ultimately be successful.

He could visualise the chain store book sellers concentrating on cut price slush novels, with the minority-appeal author being refused publishing opportunities by publishers pressurised into concentrating on the mass market. Profit will be dictated by volume, and the specialist will go to the wall.

The scenario is not totally similar in pharmacy but the lesson is clear. Many drug stores would dearly love to "loss lead" medicines on the grounds of financial consumer benefit, but it must be made abundantly clear that such a policy would deprive the public of the professional services of the pharmacist. We must support the PATA in its efforts to uphold RPM on medicines, but we must act also as our own ambassadors, by demonstrating to every patient that medicines are still "not ordinary items of commerce".

The Sawtry saga

The saga of Sawtry is at an end. Dr Hackman and partners, having exhausted the appeals procedures to prevent Mr Lakhani from opening his pharmacy then resorted to a Judicial Review procedure. The most liberal interpretation is that Mr Lakhani should have been dispensing for the patients of Sawtry on July 10 this year, but by various court actions the doctors have deprived him of another three months of NHS income. Perhaps Mr Lakhani would fail if he sought redress in the courts, but Cambridge Family Health Services Authority must immediately transfer all patients, and pharmacy should pay *no* compensation to the doctors. Perhaps, even, that compensation could be paid to Mr Lakhani instead?

Name that gel

I thank Mr Bunce for clarifying the position of Feldene Gel (*C&D* **Letters** October 13, p671) but what should I dispense for 30g Feldene Gel?...60g! I cannot understand Pfizer's marketing logic. If they feel the necessity for two sizes, fine, but why different names?

COUNTERPOINTS

Braun's haircare blitz

Braun is back on national television in December with a new advertisement for their Control 12 hairdryer and diffuser.

Braun say they are one of only two manufacturers to advertise pistol grips on television this Christmas and will be spending £400,000. The campaign is part of a £1.19 million spend on advertising and promotions to support their haircare ranges this Christmas.

Gas curlers will also be advertised on national television. Both gas ranges have been given a new look this year. The company is also planning advertorials in *Elle* and *Haircare Magazine*. *Braun (UK) Ltd. Tel: 0932 785611.*

Free *Cosmo* with Wella

From this month consumers have the chance to pick up a free copy of *Cosmopolitan* with two purchases from the Wella Balsam range of shampoos and conditioners.

The 250ml bottles carry collars giving details. The consumer has to cut out two bar codes from the back labels of her chosen product, stick them onto the neck collar and take it to the local newsagent for a free copy of *Cosmopolitan*. Consumers can redeem coupons until February 28, 1991.

The magazine's target market corresponds directly to that of the Wella Balsam consumer, say *Wella Great Britain. Tel: 0256 20202.*

Unichem are offering their members discount on the recently introduced Palmolive dandruff shampoo. Retailers purchasing up to four cases will benefit from 32 per cent POR, 5-12 cases gives 45 per cent POR, and over 13 cases gives 50 per cent POR. The offer will run until the end of November, say *Unichem. Tel: 081-391 2323.*

Healthcrafts one-a-day for first-timers

Booker Nutritional Products are launching a 12-strong range of health supplements aimed at the first time user. The range of one-a-day capsules or capsule-shaped tablets will be marketed under the Healthcrafts brand name with mid-market price points.

The move comes as the brand is being promoted in the London television area with a £1 million campaign which runs until the end of November. It is planned to roll the campaign out nationally in January. Healthcrafts has not been promoted on television for nearly two years, and the decision to advertise follows moves at BNP to redefine the brand's direction. Consumer recognition of the brand name is not as high as sales volume suggests it should be, say Booker.

By this Spring health food stores took 31 per cent of the supplements market, but growth was only 9 per cent, says Booker. Boots took 28 per cent of the market and other chemists 22 per cent, but they were showing growth of 27 per cent and 22 per cent respectively. Grocers with only 10 per cent of the market were showing 67 per cent growth.

BNP are looking to maintain their leading position in the core market sectors while gaining share in the faster growing areas. Within the last year the company has relaunched the Superted, Ladycare, and Heath and Heather brands and improved technical training in the sales force. BNP claim to be seeing good year on year growth as a result of these and other promotional strategies, contrary to a general flatness in the market.

The new one-a-day range features colour coded packaging in a tamper evident plastic bottle, cartoned with an information leaflet. It consists of multivitamins with iron (£1.99), vitamin C 300mg (£1.99), vitamin B complex (£1.99), cod liver oil (£1.89), evening primrose oil (£3.99), ginseng 700mg equivalent (£4.99), odourless garlic 2mg extract (£1.99), vitamin E 250iu (£2.99), royal jelly (£6.99), chewable calcium with vitamin D (£1.99), and children's multivitamins with iron (£1.99). The range becomes available nationally on November 5.

The campaign in the London area is targeted at women supplement users aged 25-40 years. They account for 70 per cent of all purchases. Two different executions have been used, both in a serious vein, and intended to be thought provoking and position Healthcrafts as a "serious" brand. More activity is forecast in the first months of 1991. *Booker Nutritional Products. Tel: 0932 336366.*

Special offers across the range

Max Factor are promoting a number of their cosmetic brands with special offers and reduced prices over the Christmas period.

A free face brush is on offer with Colorfast liquid foundation and demi-pressed powder when both are purchased together. The offer is available from the end of October until mid-December, or while stocks last through selected chemists, Boots and department stores.

Mary Quant's eyeshadow duos in eight colour combinations are offered to consumers with 30p off rsp at £1.55. Multipleyes will be promoted for eight weeks from the end of December, or while stocks last, through independent chemists and Boots.

From Outdoor Girl there is a face saving offer with foundation, powder, blusher and Cover-up concealer all at £0.99. This "face-event" will run from the end of December until mid-February through independent chemists, Boots and Superdrug.

A range of Charlie products will be on offer during the same period at £1.49. They include Fresh Lip Colour (four shades), Nail Gleamer (three shades), Fresh Eye Colour singles and duos and once-a-day Lashiest mascara.

Blasé body spray is being offered as 100ml for the price of the normal 75ml spray (£1.75) from the beginning of December for eight weeks or while stocks last, through the chemist and grocery sectors. *Max Factor Ltd. Tel: 0202 524141.*

Lewis Woolf Griptight have changed the colours of their soothers, after research showed mums are moving away from the traditional blue for boys and pink for girls. Safety, rattle, special and orthodontic soothers, all with ventilated shield and flexi-ring, are now available in mint, lemon, white, peach and pastel blue. *Lewis Woolf Griptight Ltd. Tel: 021-414 1122.*

Bergasol Coup

Chefaro have introduced Bergasol Coup Double, a dual tanning product developed for the needs of Winter protection.

The product consists of a UVA/UVB facial tanning sun block (SPF 10) in a tube, plus a mandarin flavoured, total block lip protector incorporated onto the lid.

An introductory parcel containing 24 Bergasol Coup Doubles in a pre-packed display outer is available at £77.47 trade, with a total retail value of £118.80, say *Chefaro Proprietaries Ltd. Tel: 0223 420956.*

Added value on Cussons for Men

The Cussons for Men range of toiletries and skincare products is offering consumer purchase incentives to stimulate sales.

Packs of CFC-free body spray, supershave, shower gel, talc and anti-perspirant spray contain between 20-50ml extra product free. Price discounts of between 10-17 per cent are running on all other products in the range, including stick deodorant, aftershave, shave stick and brilliantine. *Cussons (UK) Ltd. Tel: 061-792 6111.*

A body treatment complex is joining the Red bath and body collection by Giorgio Beverly Hills. The product is available from Harrods in November and other accounts in February 1991.

The product contains hydrobeads with vitamin B3, potassium and magnesium suspended in a deep moisturising cream complex. *Giorgio Beverly Hills. Tel: 071-437 2626.*

March launch for Innoxa Sun Defence range

Innoxa are launching Sun Defence, a range of sun care products which, in keeping with the brand's heritage, is not tested on animals and is free of all animal by-products or derivatives, they say.

"Sun Defence is a major international launch for the company," says John Kingham, general manager of Glopec UK Ltd. "We have made a substantial investment in research and development to produce a product range which combines all the skincare properties traditionally associated with Innoxa alongside the latest technology in sun preparations."

To retail from March 1991 in the UK, the Sun Defence range includes 100ml tan activator gel (£7.95), 100ml self tan cream (£7.95), 150ml tanning lotion spray SPF2 (£6.95), 150ml tanning lotion SPF7 (£6.95), 7g total block stick (£4.95), 100ml total block cream (£7.95), 150ml hair shield spray (£3.95) and 150ml aftersun gel (£6.95).

The range is suitable for all skin types, particularly those who have experienced problems in the sun or are sensitive to other sun preparations, say Innoxa. The tan activator gel stimulates the production of melanin; active ingredients include a moisturiser, conditioner and soothing vitamin derivatives. The self tan cream has an SPF of 4 and allows the user to tan with or without the sun. Once applied, a tan will develop in four hours and last for up to five days, the company claims.

Sun Defence tanning lotion SPF7 is water resistant and contains skin conditioning agents and active skin moisturisers. With a sun protection factor of 12, the hair shield spray is a fine hold, non aerosol hairspray which contains hair conditioning agents to counteract the drying and bleaching effects of the sun. *Glopec (UK) Ltd. Tel: 0323 641244.*

Be a Charlie at Christmas

Charlie are offering a handbag size gift set, available for the next eight weeks through independent chemists and Boots.

"Charlie in harmony" sets contain a 7ml fragrance, a Fresh Lip colour and a matching Nail Gleamer for £4.99. Three different colour combinations are available. *Max Factor Ltd. Tel: 0202 524141.*

Marigold gets into DIY

LRC have relaunched their Marigold Suregrip, Handyman, and Tough gloves to give them more appeal to the DIY and home improvement sector.

The packs picture the gloves in use, feature strong positioning statements on the front, and have similar graphics to ensure they are seen as a complete range, says the company. In addition Tough and Suregrip have been made 10 per cent heavier and 15mm longer.

Suregrip are yellow gloves, Handyman are blue, and Tough are black; they are all available in medium and large sizes, and retail at £1.99. *LRC Products Ltd. Tel: 081-527 2377.*

Triple Lash

New Triple Lash mascara is being introduced into the Maxi range in December at an introductory price of £1.99 (normal rsp £2.19).

The formulation is fragrance free, water resistant and smudge proof, and contains keratin and panthenol. It is available in black, brownish black, navy and brilliant blue. *Max Factor Ltd. Tel: 0202 524141.*

Sheer Genius or Max Factor

Special prices will be offered on Max Factor eyeshadow duos and quartettes from the end of December until the end of January 1991 while stocks last. Duos will be offered at £1.25 (normally rsp £2.95) and quartettes at £1.95 (normally £3.49).

A similar special offer is being made on nine shades of Sheer Genius all-in-one foundation and seven shades of Pan-stik: prices are being cut by a third to £1.99 and £2.25 respectively.

In January a special edition creme puff compact will be offered for £0.99 (rsp £2.49), available in nine shades. *Max Factor Ltd. Tel: 0202 524141.*

For First Class Quality & Value, the choice is "Eesiness" itself!

Eesilite COMPRESSION HOSIERY

Complete Made-to-Measure service in traditional qualities including Flatbed Knit, One Way Stretch and Nylon Net.

- Stock Belts (abdominal & spinal)
- Elastic Band Trusses
- Jock Straps
- Athletic Slips
- Stockinette Bandages D.T.

"Eesiness" HEALTHCARE PRODUCTS

DRUG TARIFF COMPRESSION HOSIERY IN BELOW KNEE AND THIGH STYLES - CLASSES I, II & III

E. SALLIS LIMITED Waterford St., Old Basford, Nottingham NG6 0DH 0602 787841/2

Lyclear Creme Rinse Prescribing Information
Presentation Each 59ml bottle of Lyclear contains 1% w/w permethrin plus 20% w/w isopropanol in a creme-rinse base. **Uses** For the treatment of head louse (Pediculus humanus capitis) infections. **Dosage and Administration** *Adults and children over 2 years* Shampoo hair as normal, rinse and towel dry. Shake the bottle thoroughly and apply enough Lyclear to saturate the hair and scalp. Leave on the hair for 10 minutes, then rinse thoroughly with water and dry in the usual way. **Contra-indications, warnings, etc.** *Contra-indications* Hypersensitivity to permethrins, other synthetic pyrethroids, pyrethrins or chrysanthemums. **Precautions:** For external use only. Wear gloves for multiple applications. Only use in children under 2 years under medical supervision. Use in pregnancy only if potential benefit outweighs the possibility of unknown risks. **Side- and adverse effects:** Adverse reactions are infrequent, mild and transitory, and are usually also symptoms of head louse infection. **Basic NHS Cost:** £4.68. Legal Category [P]
Further information available on request. **The Wellcome Foundation Ltd.,** Crewe, Cheshire CW1 1UB. Lyclear is a Trade mark.

Wellcome

LYCLEAR

Permethrin

A single 10-minute treatment for head lice.

*99% overall cure rate after one week.

Eradicating head lice hasn't always been easy or pleasant. But now Wellcome presents a new pediculicide. It's called Lyclear.

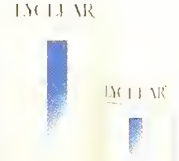
Based on the tried-and-tested permethrin compound, new Lyclear is highly effective as a single application creme rinse, and used as easily as a normal hair conditioner.

In fact, just one ten minute Lyclear treatment is sufficient to kill lice and eggs, with the comparative effectiveness of either a 2 or 12 hour malathion application. What's more, Lyclear's strong residual capacity can protect against reinfestation for as long as 6 weeks after use.

Although highly effective, Lyclear has a pleasant smell, is unlikely to cause eye irritation, has low potential for toxicity or allergic reactions, and being biodegradable is environment and user friendly.

With its recognised cosmetic advantages together with its proven clinical potency, Lyclear is an ideal head lice treatment for every member of the family.

Lyclear is a head lice treatment you can confidently recommend to be quick, effective, and pleasant to use.



NEW
LYCLEAR
Creme Rinse

Kills head lice in just one 10-minute application.

Natural look from Innoxa

Warm rustic shades and new formulations feature in Innoxa's new colour collection. All formulations are fragrance and lanolin free.

Blushers (£4.95) in rosy glow or woodland blush have been formulated to give greater adherence to the skin, making the effect long-lasting. Micro-fine pearling agents give a semi-matte finish, say Innoxa.

Lips are treated to a rich red such as poinsettia or rustic shades such as fresh mango, natural brown, rich earth and persimmon (£3.50). Gone is the traditional frosted or cream look for lips — colours are essentially matt glazes, say Innoxa.

Complementing tones for the nails come in eight shades (£3.50). Six new eyeshadow duos (£3.50) make their debut in January 1991 in a reformulated range which is 100 per cent talc free, giving greater crease resistance and longer lasting properties. Shades include rustic warmth, teracotta, cool grey, peach indigo and dawn.

Midnight (£3.95) joins the line-up of mascaras. *Glopec UK Ltd. Tel: 0323 641244.*

Sensodyne Search gets contra-angled

Monday sees the launch of the Search angled toothbrush, which Stafford-Miller say features a revolutionary design developed in association with the dental profession.

The brush features a contra-angled neck which means that the rounded end filaments are in parallel with the handle of the toothbrush. This ensures that it cleans both the back and front teeth effectively and is comfortable to use, says the company.

Search angled also features a broad handle with a thumb rest for comfortable grip, a compact head with rounded contours to avoid gum trauma, and densely packed filaments for plaque removal.

Packaging features a large viewing window, and the toothbrushes (£1.35) come in outers of 12 in a display base. Merchandiser units are available.

Stafford-Miller promise substantial marketing support for the Search range during 1991, including television advertising, on-pack offers and POS material. *Stafford-Miller Ltd. Tel: 0707 331001.*

Ulti-Mam: The price of the new Ulti-Mam soother being launched in January 1991 will be around £2.50 a pair, not as stated in the Babycare Supplement, last week, p30. *Mam (UK) Ltd. Tel: 021-459 4304.*

Braun push oral care

Braun are introducing a new, ultra-soft children's refill brush-head (EB3K) to their range of dental products.

Tests conducted among a group of 3-6 year old children showed that the children found the brush gentle and pleasant to use, and likely to encourage them to brush for longer periods.

The children's refill brushes are packaged in brightly coloured blister packs (£1.75 for two replacement brushes).

This Christmas Braun will be spending £400,000 on promoting their oral care products. The campaign, claimed to be the company's biggest spend yet on television advertising in this area, will run on nationally throughout December and January.

The "Effective brushing made simple" campaign conveys the fact that, due to the multi-directional brushing movement and speed of the Braun electric tooth brush, every member of the family is more likely to clean their teeth properly. The campaign will be backed up with advertising in the dental Press. *Braun (UK) Ltd. Tel: 0932 785611.*

HealthAid

100% NATURAL
ENERGY BOOSTER

HERBAL START is a unique energy boosting formula of 14 natural herbs from all over the world renowned for promoting natural energy.

IDEAL for busy executives, athletes, the elderly, housewives, teenagers, people feeling weak, tired or run down.

HERBAL START is non habit forming and free from any artificial ingredients, preservatives, colouring or flavour.

YEAST, SUGAR, GLUTEN & STARCH FREE.

AVAILABLE FROM CHEMISTS AND HEALTH FOOD SHOPS

30 TABLETS £4.99 RETAIL

Start your day with HERBAL START
... and feel the difference.

HealthAid by PHARMADASS LIMITED 284a Water Road, Wembley, Middlesex HA0 1HX Tel: 081-991 0035

KODAK

SINGLE USE CAMERAS

BUY 10 MIXED
KODAK SINGLE USE CAMERAS

	Trade	B.C.P.	Guide
KODAK FLING CAMERA & FILM	3.84	3.53	5.49
KODAK STRETCH CAMERA & FILM	5.59	5.14	7.99
KODAK WEEKEND CAMERA & FILM	6.29	5.79	8.99

RECEIVE A FLING FREE

AN IDEAL CHRISTMAS GIFT

SWAINS

Eastland House Westgate Hunstanton Norfolk Tel 0485 533393 Fax 0485 533244

BOOST YOUR PERFORMANCE WITH NESFIT

You demand peak performance from your products - and that's what you get with Nesfit from Nestlé.

Nesfit is an exciting new range of products developed for Nestlé by sports nutritionists. It consists of an Energy bar,

an Eiweiss (Protein) bar and a citrus flavoured Iso-Mineral Drink (in 250ml cans or ready to mix powder). The range is designed to supplement the diet of sports enthusiasts of all levels and disciplines, ranging from running and cycling to tennis and aerobics.

The UK sports nutrition market is growing rapidly in size as sports people realise that diet is as important to performance as training.

Heralding Nesfit's arrival is a heavy weight consumer campaign of colour spreads in the sporting press with extensive PR, sampling, promotions, sports sponsorship and direct mail back-up.

If you don't want to get left behind in the sports market, go for gold with Nesfit.

For more details about the Nesfit range, contact: Nestlé Health Care, St. George's House, Croydon, Surrey CR9 1NR. Telephone: 081-686 3333.

Nestlé

NesFit™

The smartest way to get rid of dandruff.

Palmolive have just added a dandruff shampoo to their successful range of shampoos and conditioners. Supported by a £1 million coupon campaign in the major women's magazines.

And, in true UniChem tradition, we've just secured an exclusive trade discount for all our members. The POR can be as much as 50%, depending on the quantity ordered. With equally good margins on the whole Palmolive range.

So you don't need much of a head on your shoulders to work out the benefits of stocking it. The offer's only until the end of November. So hurry. It's going fast.

UniChem

UniChem PLC, UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 081-391 2323

Manicure by Wilkinson

Wilkinson Sword are planning a "strong support programme" for their new range of "high quality" manicure and pedicure instruments, currently being sold in.

The products have features which distinguish them from existing manicure items, the company says. The scissors, tweezers, clippers and pliers are made from chrome-plated steel and come with a lifetime guarantee against corrosion and defects in manufacture or materials. The scissors have a screw fitting to allow repeated adjustability.

The turquoise plastic packaging with pink graphics is intended to be retained for storing the instruments and protecting them from dust. A counter display unit is available to show the full or selected manicure range. Research estimates the market value at £18m.

The range is: scissors — straight (£6.45), curved (£6.75), cuticle (£6.95), nail (£6.95), baby nail (£6.25); files — sapphire medium (£2.35) or long (£2.75), nail polisher (£3.95), emery boards (£0.99); clippers — small (£2.50), toe nail (£3.50); tweezers — straight (£2.75), slanted (£2.75), automatic (£5.95); pliers — cuticle (£9.95), nail (£10.95), toe nail (£16.35). *Wilkinson Sword. Tel: 0670 713421.*

ON TV NEXT WEEK

GTV Grampian
B Border
BSB British Satellite Broadcasting
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4
U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast Television
SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Asilone:	U,G,C,A,HTV,TSW,TVS,TTV,C4,Sky & BSB
Celsius:	All areas except CTV,TTV,TV-am,Sky & BSB
Empathy:	Y,C
Healthcraft Range:	C4
Inoven:	All areas inc Sky and BSB
Loving Care:	GTV,U,STV,BTV,C,TTV,TT
Minadex:	TV-am
Mum deodorant:	All areas
Nurofen:	All areas
Olvarit:	All areas except U,CTV,C4 & TV-am
Sanatogen Single Vitamins:	All areas except TV-am
Seven Seas Cod Liver Oil:	All areas
Slim-Fast:	All areas except CTV,C4 & TV-am

WINTER
selections

A Christmas Gift

Lady Jayne

Laughton & Sons Ltd.,
Warstock Road, Birmingham.
Tel: 021-474 5201

HD 700 dryer coming soon

Morphy Richards start 1991 with a new professional hairdryer.

Available from January, the HD700 1500w hairdryer incorporates three heat/airflow settings, a detachable concentrator nozzle and a safety cut out switch to prevent overheating. Its ultra low noise fan is combined with a coolshot facility to help set curls in place.

The HD700 (£11.99) comes fitted with a BS1363 plug and the hanging tag can be used to prevent scorch or scratch marks on surfaces. *Morphy Richards Ltd. Tel: 0709 585525.*

Silks cut

Silks 4in nail scissors are the latest addition to H. Cubitt Bexfield's hair and beauty range.

The scissors (£2.99) are presented for sale in sliding blister packs. The grey handles are contoured for comfort and control and the specially-hardened stainless steel blades have precision edges. *H. Cubitt Bexfield Ltd. Tel: 0909 772866.*

The hair care bunch...

Pifco have introduced the Carmen Hair Care Bunch, said to be a new concept in hair care creating a fun way to dry hair.

The Hair Care Bunch (£19.99) consists a 1200w low noise hairdryer with two heat/speed settings; a panda shaped diffuser, a hippo shaped blow wave nozzle and a standard blow wave nozzle.

All the attachments are non-electrical making them safe to handle, say Pifco. However, they still offer versatility for drying different styles.

Available in black with white and pink the product is sure to catch the eye, say *Pifco Salton Carmen Ltd. Tel: 061-681 8321.*

New packs

Vykmin is now available in a new 60 size (£4.99). In the next few weeks, Iron Jelloids will be available in a new 100 pack (£2.99). *Smithkline Beecham Healthcare. Tel: 081-560 5151.*

Steam Therapy

A combined facial sauna and nasal inhaler has been introduced by Pifco Carmen, to fill what they see as a gap in the market.

The Carmen Steam Therapy (£24.95) is a moulded white base containing a heating element and metal water tray. There are three settings giving a choice between vigorous vapours, gentle vapours or nasal inhalation. For the latter, the white nasal inhaler adaptor is selected.

The unit also incorporates a digital timer/alarm, drainage channel, automatic shut off, measuring jug with storage position in base, fitted plug and cord storage. *Pifco Salton Carmen Ltd. Tel: 061-681 8321.*

Bayer are offering a series of discounts on Alka-Seltzer throughout November and December, available through major wholesalers. The brand will be further supported by a new national television campaign, featuring the lemon flavoured variant, running over Christmas and the New Year, say *Bayer UK Ltd Consumer Products Division. Tel: 0635 39000.*

GOOD NEWS
FOR CHEMISTS IN LONDON & THE SOUTH

Genuine READYSPEX Retailing from £2.99 to £5.99

THE QUALITY READING GLASSES

• Superb choice of styles • 9 strengths • No prescription necessary

We can now offer you an excellent back up service for our excellent products, the attractive self selection carousels will be regularly serviced by our reliable new distributors.

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Philip Gilbody 0603 501000
NOW SERVING NORTH LONDON & ESSEX, BEDS, HERTS, CAMBS, NORFOLK & SUFFOLK

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NOW SERVING SOUTH LONDON & KENT, SURREY & SUSSEX

SOUTH WEST OF ENGLAND
The Carrs, Leonard , Stuart & Ian 0752 666131.
NOW SERVING AVON, BERKSHIRE, CORNWALL, DEVON, DORSET, GLOUCESTERSHIRE, HAMPSHIRE, ISLE OF WIGHT, OXFORDSHIRE, SOMERSET, WILTSHIRE

READYSPEX is a quality product of Crown Eyeglass plc.
FOR DISTRIBUTORS IN ALL OTHER AREAS TELEPHONE 0254 680010

For some of your customers this is a Chamber of Horrors

Microscopic House Dust Mites can't be seen with the naked eye, yet they are found in every home in Britain. They live on the skin scales shed by humans and animals, and are found in the greatest numbers in the mattresses and soft furnishings of bedrooms. Despite their size House Dust Mites are a serious problem. It's been clinically proven that they release potent allergens into the air, which are major 'trigger' factors in Asthma and allergic conditions such as Perennial Rhinitis and Eczema. So, for some of your customers, the bedroom can be a dangerous place.

New Actomite destroys the threat

Actomite is an easy-to-use, effective, CFC-free spray. It is proven to destroy House Dust Mites, their larvae and eggs so thoroughly that their numbers are significantly reduced for up to three months.

Actomite is spreading the word

A £500k initial launch campaign will explain the danger of House Dust Mites and the solution nationwide, through full colour advertisements in the Women's and Parental press and informative FREE leaflets.

100 Gold Cross and Searle Representatives will be telling the compelling story to Hospital Specialists and GPs too, combined with impactful advertising in the medical press.

Stock and recommend Actomite now, help your customers to protect themselves and their families against the threat of the House Dust Mite.

ACTOMITE™

Actively Controls House Dust Mites

Exclusively Through Chemists

Searle Consumer Products

PO Box 53, Lane End Road, High Wycombe, Buckinghamshire HP12 4HL

Actomite is a trademark of G.D. Searle & Co

New Unichem own-label supplements

Three new products have been added to Unichem's own-label range of dietary supplements extending the range to a total of 12 products. The three new launches are royal jelly, evening primrose oil and children's vitamins. The new packs are characterised by a co-ordinated graphic style and distinctly coloured caps.

Unichem royal jelly 100mg is a one-a-day formulation (30 £2.49), as is the evening primrose oil. Each EPO capsule contains 500mg of oil (30 £2.59).

The children's chewable vitamins are available in packs of 100 mixed flavour orange and blackcurrant tablets (£1.99). The sugar-free tablets are a one-a-day formulation and provide 100 per cent of the recommended daily amount of vitamins A,C and D. *Unichem Plc. Tel: 081-391 2323.*

Asilone rationalisation

Crookes have made further changes to their Asilone range, which they say are a continuation of the brand's development.

Asilone gel has been discontinued and the infant suspension temporarily withdrawn. The gel is no longer available because Crookes want the suspension to become the sole dispensing line for prescriptions.

The infant suspension, which recently had its shelf life reduced to one year, will be off the market until research into a formulation with a two-year life span is completed, say *Crookes Healthcare Ltd. Tel: 0602 507431.*

AAH plasters

A selection of washproof and fabric pre-cut sticking plasters has been introduced by AAH Pharmaceuticals under the Vantage label.

The washproof plasters and fabric plasters retail at £0.85 (12, £6.24 trade). There is also a Vantage dressing strip (£0.99; 12, £7.26 trade). The new plasters replace the Family Health range. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

Ranges from Miles Group

Miles Group of Cambridge are marketing and selling a range of products to independent pharmacies via transfer orders placed with wholesalers.

The products being distributed are: Wassen International dietary supplements, Cassa (Declon) sponges, Bambo's Helen Harper and Larissa feminine hygiene products, a restricted range from Power Health, Lewcal disposable sterilising bags, Alka Seltzer, and Kent Cosmetics' apple blossom and Spectacular fragrance ranges.

The group will also be distributing Nothing by Nature's range of children's vitamins which includes Garfield vitamins A,C, and D (100, £2.49), Paddington vitamins A,C, and D (100 £2.49; 30, £1.25), Ghostbusters vitamins A,C and D (100 £2.49) and Duckula multivitamins (30, £1.75). *The Miles Group. Tel: 0223 315446.*

Inhaler from Clearway

The Clearway inhaler, said to be portable and easy to use, is the first product to be launched by Clearway Products of Wisbech in Cambridgeshire.

The device consists of a polypropylene container with projecting PVC mask which fits over the nose and mouth. It can be used for the inhalation of steam, plus inhalants in the treatment of catarrh, sinusitis, and coughs and colds, says the company.

One of the advantages of the mask over the traditional "bowl and towel method", say Clearway, is the fact that the eyes are not exposed to the vapour so there is less irritancy. *Clearway Products. Tel: 0945 475005.*

UK gets Slow-Mag

Larkhall are now distributing Slow-Mag in the UK; the product was launched in the USA some three years ago.

The supplement is a time-release formulation of magnesium, which the company says was designed to overcome the problems traditionally associated with dietary magnesium.

An enteric coating prevents the tablets from dissolving in the stomach and causing diarrhoea normally associated with the intake of magnesium salts. This allows Slow-Mag to dissolve slowly and evenly in the small intestine. Additionally, the presence of magnesium chloride in the formulation allows more free magnesium ions to be available for absorption, say Larkhall.

Slow-Mag is available in packs of 100 (£7.95). *Larkhall Laboratories. Tel: 081-874 1130.*

Power Health gets to the point

Power Health are running a reward style promotion, to run for an initial six month period from this month.

The company has drawn up a list of 35 best selling products; each has been given a point value which is credited to retailers placing orders. Over 40 gifts can be exchanged for points. Rewards range from a Watermans graduate pen set (144 points) or an Electronic intercom (277 points) to an answer machine (991 points). Products range in point value from a 6 by 30 Bumbles royal gellee at three points to 6 by 90 1000g evening primrose oil at 15.

In addition to the standard 35 products, a bonus stock selection will be available every month to help build points, say *Power Health Products Ltd. Tel: 0759 302595.*

Susan Bargh, pharmacist at Medimart Chemists, Wibsey, Bradford, receives £600 of Thomas Cook vouchers as the winner of Cupal's Meltus £1,000 Superdeal draw made at Chemex '90. Cupal's director of sales and marketing Clive Woolley (left) makes the presentation, watched by George Simpson, the company's regional manager for the North of England

Cupal have launched Cupanol under 6 paracetamol suspension in cartoned packs of 100ml (£1.40) and 200ml (£2.40), and introduced a new 1l dispensing pack (£4.32 trade), which replaces the 500ml size. The company has also added a 200ml pack of the over 6 250mg/ml suspension (£2.95), for dispensing and OTC recommendation. Special discounts are available on both variants from Cupal representatives. Consumer advertising begins next month with half-page colour inserts in *Mother and Baby, Practical Parenting, Under Five* and *Maternal and Child Health Visitor*, running through till March 1991. *Cupal Ltd. Tel: 0254 580321.*

FOR YEARS YOU'VE MADE BREAD OUT OF REGINA ROYAL JELLY...HERE ARE TWO NEW WAYS TO PUT JAM ON IT.

Since Regina pioneered the introduction of Royal Jelly to this country over fifteen years ago, we have remained brand leader through one simple principle. We will only sell the finest quality products, created to the highest specifications. Royal Ginseng, made only from 6-year old Korean Ginseng, and pure Evening Primrose Oil have each been blended with fresh Regina Royal Jelly to provide a totally unique range of health care products. And from January, we will be running a stunning new national advertising campaign in quality women's magazines. For you, it represents a unique opportunity to make a right royal profit.

VITALITY COMES NATURALLY

SALES ENQUIRIES TO REGINA DISTRIBUTOR ERNEST JACKSON & COMPANY LIMITED TEL 03632 2251

William Ransom repack range in modern bottles

William Ransom's range of 18 over the counter pharmaceutical products has been repacked in modern, round 100ml and 200ml bottles.

They replace the old-fashioned square bottles which dominated the "packed goods" market in the past, and bring the range in line with major consumer brands, say Ransom. The company feels this will help to encourage better shelf presence and display in the community pharmacy.

Important new features to the range are tamper evident closures, the inclusion of bar codes, and larger clearer labelling. *William Ransom & Son plc. Tel: 0462 437615.*

On bonus...

Merck Sharp and Dohme are offering a bonus scheme linked to Tyrozets lozenges, starting on orders of six dozen packs.

The bonus scheme offers a top return of 112 per cent on investment and gives pharmacists a chance to participate in the "conundrum" competition — which had over 1,000 entrants last year — and to win up to £1,000.

All pharmacists are being sent an order form and competition entry form, say *Merck Sharp & Dohme Ltd. Tel: 0992 467272.*

Bowel advice

From November 1, consumers concerned about bowel problems can call information lines sponsored by Warner-Lambert.

Pre-recorded messages will provide advice on treatment and self-help remedies and indicate when to see a doctor.

The numbers, all prefixed with the code 0898, are as follows: piles 777210; constipation 777211; laxatives 777212; fibre 777213; and diarrhoea 777214. *Warner-Lambert Health Care. Tel: 0703 620500.*

Lipantil — a lipid lowering drug

Manufacturer Laboratoires Fournier, Dijon, France. Distributors Norgine Ltd, 116 London Road, Oxford OX3 9BA

Description White hard gelatin capsules each containing 100mg fenofibrate

Uses Treatment of severe hyperlipidaemias in patients in whom dietary measures alone have failed to produce an adequate response ie type IIa, IIb, III, IV or V hyperlipidaemias where cholesterol and/or triglyceride levels are raised

Dosage Initially 300mg daily in divided doses (adults and elderly). Children 5mg/kg daily. As it is less well absorbed from an empty stomach it should always be taken with food. Dietary restrictions should be continued. Response should be monitored by determining serum lipid values and dosage adjusted within the range 200mg-400mg daily. Discontinue if an adequate response has not been achieved within three months.

Side effects Mild gastro-intestinal disturbances, skin reactions, headache, fatigue and vertigo. Sexual asthenia and muscle cramp are reported less frequently. Moderately elevated serum transaminases may be seen but rarely interfere with treatment.

Contra-indications, warnings etc Severe liver dysfunction, existing gall bladder disease, severe renal disorders and hypersensitivity to the drug. Not recommended in women who are pregnant or breast-feeding. In renal dysfunction the dose may need to be reduced. The dose of anticoagulants taken concurrently should be reduced by about one-third at the start of treatment then gradually adjusted if necessary. *In vitro* studies suggest displacement of phenylbutazone from plasma protein binding sites. Lipantil may interact with drugs metabolised by microsomal mixed-function oxidases. Possible interactions with oral hypoglycaemics should also be considered.

Lipantil should only be used in patients in whom a full investigation has been performed to define their abnormality and in whom the long term risks of their condition warrant treatment. Other risk factors such as hypertension and smoking may also require management. The possible beneficial and adverse long-term consequences of drugs used in the hyperlipidaemias are still the subject of scientific discussion, and benefits in cardiovascular morbidity and mortality are as yet unproven.

Storage At room temperature, protected from light

Packs 84 capsules (£19.80 trade)

Supply restrictions POM

Product licence 5159/0001

Issued October 1990

BRIEFS

Squibb say that all UK sourced packs of Capoten now carry an identifying hologram on the front of the carton. *E.R. Squibb and Sons Ltd. Tel: 081-572 7422.*

The product licence for **Oilatum emollient** and soap has been reviewed and their legal status changed from P to GSL, say *Stiefel Laboratories (UK) Ltd. Tel: 06285 24966.*

Venture Healthcare have added an antibacterial barrier cream to their Clinisan skincare range. The triclosan containing cream is particularly suitable for those who are incontinent, and is recommended for use daily after cleansing the skin. It comes in a 500ml bottle with flip top lid, or in a pump dispenser. Free samples are available from *Venture Healthcare Ltd. Tel: 0629 582198.*

Products that work – for you and your customers

KEST*
LAXATIVE TABLETS
A gentle yet highly effective laxative with strong customer loyalty
Packs of 50

TORBETOL*
ACNE LOTION
A non-keratolytic bacterial lotion for spots pimples and Acne. Promotes rapid healing by destroying pimple-producing bacteria
New 50ml pack for over-the-counter sales

CHARCOAL COMPOUND TABLETS
Carbellon*
For the treatment of indigestion, flatulence dyspepsia, hyperacidity
Packs of 50 and 250 tablets

K.H.3*
ORAL PROCAINE CAPSULES
Plastic boxes of 30 and 150

BRONCHIAL MIXTURE
Extremely effective expectorant mixture which also soothes irritating coughs 100ml pack

NATURAL FORMULA
Buz Pel*
INSECT REPELLENT WIPES
Individually sealed moist wipes containing synergised natural pyrethrum. Protects against midges, mites, mosquitoes etc. for up to 6 hours. Attractively packed in 10's for impulse purchase and recommendation

These products are available from your local wholesaler and promoted direct to your customers.
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*Trade Mark

WHO LOVES THEIR VITABITES?

SALES

YOU WILL

There's something new, and different, in children's vitamins: they're called Vitabites.

And it's the differences that'll make Vitabites a big seller for you because Vitabites have been developed and positioned to appeal strongly to the end users, children themselves.

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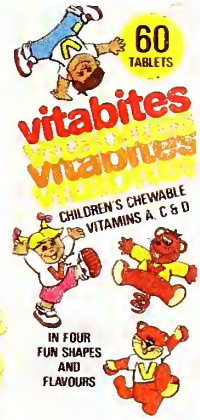

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NEWS FROM GERMANY

Capitalism rules

With monetary union between the two Germanies achieved on July 1, East German pharmacists immediately faced a dramatic reduction in numbers of customers, frightened off by huge overnight price increases in some items.

A packet of 10 aspirin rose from 35 pfennigs (about 12p) to £1.20 and a favourite sore throat remedy increased by 800 per cent. Daily turnover fell by nearly two-thirds, but some East Germany pharmacists were quite sanguine about the loss in customers, predicting it would be made up by an increase in patients visiting their doctors and obtaining drugs and other items on prescription.

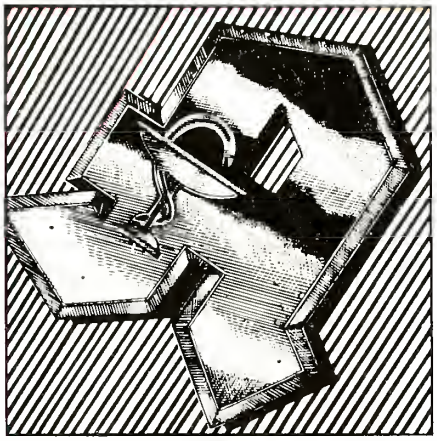
Under the old regime, there were only 2,000 licensed drugs in East Germany, including 450 available without prescription, another 450 homoeopathic medicines classed as "P" and about 450 health care items roughly equivalent to our GSL. Every year some 30-50 new drugs were licensed, but 15-30 withdrawn, so the overall number was kept to the 2,000 considered adequate for health needs, without any duplication of "me-too" drugs. The self-medication sector accounted for only 5 per cent of turnover, but 40 per cent of packs sold, as the price of these items was fixed in 1944!

However, by July 13, East German pharmacists were faced with a doubling of the number of drugs available, as 1,921 West German drugs had become newly licensed in the GDR, including 1,495 "P" items (60 per cent of which are POM) and 426 GSL.

To help East German pharmacists adjust to the almost certain conversion of state pharmacies to privately run businesses, and for their West German counterparts to learn more of the present eastern system, several are now spending a week or so in each other's establishments. The movement of pharmacists may continue to be in both directions, as it is believed in many quarters that East Germany's current 4,000 pharmacists will soon be insufficient for a privatised system.

The experience of one East German exchange pharmacist in the West was spoilt by a problem all too familiar to his host. Faced with the unavailability of the prescribed strength of a drug and an impatient patient, he telephoned the prescriber's surgery and asked to speak to the doctor. The receptionist initially reacted with stunned silence and on repeating his request, he was told that it was not possible for him to speak to the doctor personally, but that she would pass on his query and ring him back with the answer. To someone apparently used to close and warm relationships with medical colleagues, this came as a nasty shock.

One possible solution to the revolution in working practices confronting the future East



German owner-pharmacist, who may well need some advice in dealing with the onslaught of firms eager for new business, might be for a West German colleague to work alongside him or her. Indeed the approach and selling methods of some West German pharmaceutical wholesalers have come in for criticism by West German pharmacists present at the various company exhibitions that are invading the East.

Shortages of business premises have led to massive rent rises in East Germany and claims for the return of property and land by West Germans who were forced (or decided) to leave during or shortly after the War, are also complicating the situation.

The pharmaceutical industry has a long history in East Germany going back well before the Second World War. However, the large East German drug combine Germed has now been dissolved and is being reconsituted as a joint stock company. Germed, which employed about 16,000 in its 13 production plants and three research facilities, produced 90 per cent of the country's drugs and its greatest export market was the Soviet Union. The pharmaceutical industry now has about two years before West German products will be allowed in unhindered.

Sun-worshippers beware

A new type of sun protector has emerged among all the creams, lotions and oils, but this one appears in human form.

Austria, home of Piz Buin, has come up with a lakeside sun warden in one of its holiday resorts, who patrols his area looking for reddening and sore skins. Claiming to have soft hands and clients who wait for his gentle touch with their sun-tan lotion, Karl Knopp says a verbal warning is often sufficient to make visitors rush for their factor 15. If someone is burning, he has first-aid in his pack, but usually only the advice is free!

Like England, Germany has also sweltered this Summer and back in late June, five out of 42 monitoring points in the Stuttgart area registered levels of ozone that were so high that the local authorities recommended inhabitants to refrain from strenuous sporting activities. According to German experts, too much ozone was the cause of burning and streaming eyes, soreness in the throat, coughing, a feeling of lethargy and a reduction in lung function suffered by the inhabitants.

However, the overall sensitivity of individuals to ozone is said to vary greatly, and patients with chronic lung diseases do not necessarily suffer more than others. The long-term solution suggested by the regional Ministry of Health was to cut down ozone levels by using public transport instead of private cars, to fit catalytic converters to vehicle exhausts and to "buy green".

Thumbs up for baby foods

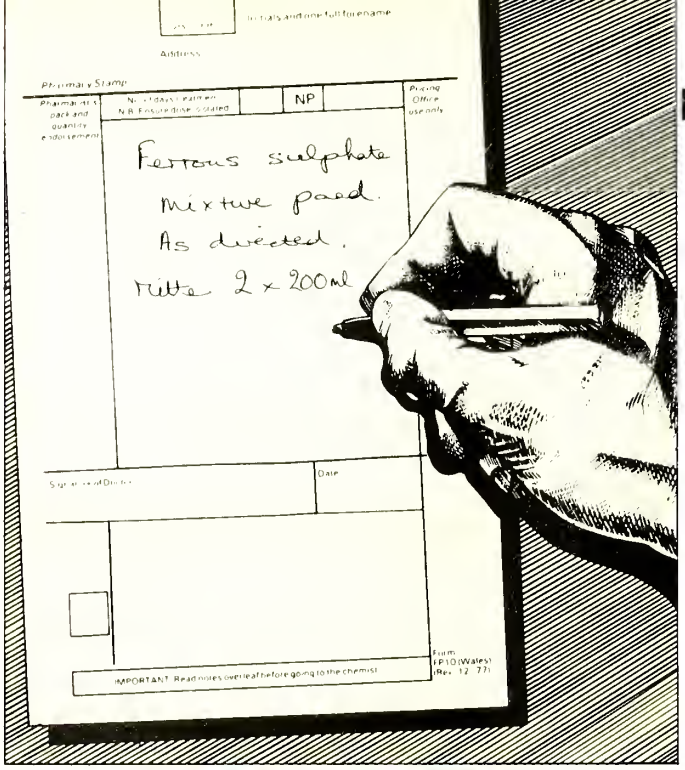
According to *Ecotest* magazine — the journal of a "green" consumers organisation — Germans unable to grow vegetables and fruit free from pesticides, additives and contaminants in their own garden should leave the preparation of wholesome baby food to the experts.

Levels of cadmium, nitrates and caesium-134/137 in baby food products tested by *Ecotest* were always below the permitted levels and levels of salt, sugar and binding agents such as starch and rice flour had been reduced compared to the concentrations measured several years ago. The market leaders apparently demand very high quality, and in some cases, organically-grown produce.

The current boom in special foods and isotonic drinks for sport enthusiasts suffered a blow, however, in a report from a member of the Drugs Licensing Authority which stated that a normal, balanced diet and pure drinking water was quite sufficient for all but the most strenuous forms of sporting activity.

Only the marathon runners were likely to suffer from such extremes of sweating that special electrolyte-carbohydrate drinks would be beneficial. Furthermore, such drinks could even impair performance if no actual loss of electrolytes had occurred. Protein concentrates and vitamin and mineral supplements were also unnecessary and could do more harm than good.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: Deutsche Apotheke Zeitung *and* Pharmazeutische Zeitung



Q&A

Is it worthwhile financially for the pharmacist to make this mixture himself? The Pharmaceutical Services Negotiating Committee gives some advice

QUESTIONS

1. The pharmacist cannot obtain a ready-made version of ferrous sulphate mixture paediatric and has to prepare it extemporaneously. Will he be reimbursed for the ingredients used to make up the mixture?
2. The pharmacist has to buy in specially the ferrous sulphate and ascorbic acid and is unlikely to use them again in the near future. Can he avoid losing out financially from having to buy in these items?
3. The pharmacist has submitted the prescription for pricing and has not endorsed it with "extemporaneously dispensed". Will the additional fee of £1.10 be paid?
4. What other professional fees would be reimbursed for this prescription?

ANSWERS

1. Yes. Ferrous sulphate mixture paediatric is listed in Part VIII of the Drug Tariff. It is a category E preparation and therefore has to be prepared extemporaneously. The Drug Tariff price is calculated from the BP formula for the quantity of each ingredient used.
2. Both of the ingredients are also in Part VIII of the Drug Tariff as category B preparations. The pharmacist can therefore make a broken bulk claim on each of them and this should be written on the endorsement.
3. Yes. The preparation is in Part VIII of the Drug Tariff and the additional fee is applied automatically by the Prescription Pricing Authority when the prescription is priced. This applies to all category E preparations in Part VIII. Preparations which are not included in Part VIII and are prepared extemporaneously must be endorsed "Extemporaneously dispensed" in order for the additional fee to be reimbursed.
4. The pharmacist would also be paid a graduated fee and an extra container fee of £1.10 because the two quantities of 200ml of the mixture have been ordered.

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EG 27/10/90

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It's simply administered from pre-filled, slimline, disposable applicators.

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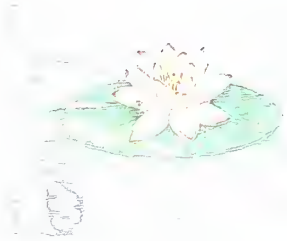
SEND NOW FOR YOUR FREE INTRODUCTORY PACKS – WORTH £15

So don't forget, each free dispenser unit contains 4 introductory packs, R.R.P. £3.75 each, plus 25 patient advice leaflets.

If you haven't already received the unit, send off the coupon today. And to order your stock of REPLENS, simply call your usual wholesaler.



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VAGINAL MOISTURISER

Three Applications A Week For Full-Time Comfort

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London SW1H 9DJ

(tick appropriate box(es))

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Are you high on ambition, low on capital, but still want to own a pharmacy? Buying a franchise may be the answer

Sharing independence — a piece of the action

Tucked away at the back of a small industrial estate in Ruislip is the headquarters of a franchise operation offering aspiring pharmacists without the capital, the opportunity to buy a business, and to be their own boss. Franchisees with AAH Pharmacy Concessions, a subsidiary of AAH Pharmaceuticals set up in 1987, now number well over 100.

Managing director Allan Orme, a chemical engineer-turned-accountant, oversees the matching up of applicants with suitable sites. In his office is a map of the United Kingdom with drawing pins representing existing Vantage franchise pharmacies. The pins march North from Paignton on the Devon coast to Inverness in Scotland. Depending on opportunities, he predicts a "modest rate" of expansion to some 300 shops over the next five years. Particular target areas include Scotland, South Wales and the Midlands.

Waiting list

Growth is still not satisfying demand, however, and there is a waiting list of around 200 potential applicants. The sharp rise in interest rates over the past few years has made the idea of franchising even more popular with young pharmacists despairing of ever being able to afford their own business.

Allan Orme says that the franchising operation, started in 1987 with AAH's acquisition of the 19 R.J. Dawe shops in London and the South East, arose out of this need. "We realised that it was becoming more and more difficult for young pharmacists to get into business on their own because costs were so high." He believes that by allowing individual retailers to use a proven business format to start up on their own, the "march of the multiples" can be halted. He describes the operation as a "collection of independents".

All franchisees are pharmacists operating as sole traders. They hold the family health service authority contract and their own lease. A large financial investment is not required at the outset. The shop is bought by AAH and all that is required from a prospective franchisee is sufficient capital to buy the stock. For those without the capital for stock purchase, a loan can be arranged through AAH's financial arm, Statim Finance.

A monthly royalty is charged by the company which is agreed beforehand. The average royalty is 10 per cent of turnover *per annum* fixed for a period of ten years and reducing thereafter to half the initial value. "We agree a suitable warranty related to turnover and profitability that allows the franchisee to exist at least as well as if he were a manager," explains Mr Orme.

People attracted to franchising are those who are hungry for their own business and willing to work hard, he says. They should have been a manager for at least two years, but each case is treated on an individual basis.

Gillian Lacey, one of AAH's first franchisees

Age is no barrier, ranging from the late 20s to the mid 50s.

Gillian Lacey, 31, one of the first franchisees, advises older pharmacists not to worry about their seniority: "If you are 45, don't think that you're too old. All that's needed is another ten years working life."

Mrs Lacey particularly appreciates the assistance given with business matters. Until she took over a Buckinghamshire franchise in 1987 she had been a dispensary manager, with little shop management experience.

She has been one of the first to sell up, reinvesting the capital made on selling the franchise at a premium because there were only eight years left, on a concession in Weston-Super-Mare. However, on moving she lost the right to buy the shop outright from AAH after ten years. That change was prompted by requests from existing franchisees worried that they would have to buy the shop in order to remain there, says Mr Orme.

Peter Redhead, 43, is delighted with his new business in Blackburn, Lancashire. After 15 years running his own shops that left him "cheesed off with retail pharmacy", and a ten-year stint in the financial industry, he wishes he could have taken up a franchise 20 years ago. He was attracted to the scheme by the chance to be his own boss without having to pay "exorbitant amounts of money" for goodwill. "All the hassle is taken out of it," he says.

Allan Orme says all possible assistance is given. "It is a partnership and if they are not making any money neither are we." Help is given with staff recruitment and problems, and with legal and financial affairs. The royalty is paid in arrears on cash received from NHS dispensing and sales, and all shops are refitted in Vantage format with AAH bearing the full cost.

Mr Redhead agrees that AAH have been very flexible in catering for his "whims", though he palls at the end of the month when he pays the royalty. He says that one of the disadvantages of franchising is that you are not totally independent or at liberty to do whatever you want. "But for the price of that freedom you get a hell of a lot back," he says.

New players

Franchising is set to become an option for more and more pharmacists as new players enter the arena. Unichem are finalising plans for their franchise operation due to start early next year. And as supermarket shopping on the superstore scale becomes increasingly popular, the number of in-store pharmacy concessions will grow.

Michael Rudin, newly appointed pharmacy controller at Tesco, is bullish about the role of franchising in the development of the in-store pharmacy programme. After a slow growth rate, with only 13 concessions opening in the past eight or nine years, he envisages that four franchises will open in new stores by the end of the year. And there are plans to develop a further 20 sites that have the potential for a viable pharmacy, depending on availability of contracts, he adds.

The concessions rent space, with heating and light included, from the store, and operate on a separate basis. They provide opportunities for independents or small chains, says Mr Rudin. As well as being image enhancing, in-store pharmacies are a service that the public wants, he adds. Some 7.5 million people shop in Tesco stores each week, and in a survey of the most desirable additional service that customers would like a pharmacy was number one, way ahead of a post office.

"That number of people can't be wrong," says Mr Rudin, "I would like to see the contract regulation guidelines interpreted so that it reflects the massive change that has taken place in shopping habits."

NEW WYETH *Gel filled* TEMAZEPAM CAPSULES

THE SAME BUT DIFFERENT

Gel-filled to reduce the risk of intravenous drug abuse

Bio-equivalent to the liquid-filled temazepam capsules which they replace

In 10mg and 20mg strengths gel-filled capsules are marked 'W10' and 'W20' to distinguish them from liquid-filled capsules. Packs are clearly labelled 'gel-filled capsules'

DISPENSE WYETH TEMAZEPAM

Now available as abuse resistant tablets or gel-filled capsules

TEMAZEPAM GEL-FILLED CAPSULES

Prescribing Information
Presentation: Temazepam 10mg and 20mg in gel-filled opaque, yellow soft-gelatin capsules **Indications:** Short term treatment of insomnia (up to four weeks) **Dosage:** Adults: 10-30mg, half an hour before retiring. In all cases the lowest effective dose should be used and treatment should be intermittent if possible. The dose may be increased to 40 or 60mg, in patients who do not respond to the lower dose because of severe or persistent insomnia. Treatment should be withdrawn gradually. Elderly: Elderly patients or those suffering from cerebral vascular changes such as arteriosclerosis are likely to respond to smaller doses, possibly half the normal adult dose. Children: Not recommended **Contra-indications:** Sensitivity to benzodiazepines, acute pulmonary insufficiency. Not to be used during pregnancy and lactation unless clinically justifiable **Precautions:** Concomitant administration with alcohol or CNS depressants may accentuate effects. Prolonged or excessive use may lead to dependence and withdrawal symptoms on cessation of therapy. Patients should be cautioned against driving or operating machinery until it is established that they do not become drowsy or dizzy. Rarely amnesia, paradoxical aggressive reactions, depression and suicidal tendencies have been reported. Psychological adjustment to loss or bereavement may be inhibited **Side-effects:** Drowsiness or dizziness on waking is rare. Morning headaches, transient rashes and gastro-intestinal disturbances have occasionally been reported **Legal Category:** POM, CD (SCH 4) **Packs and basic NHS cost:** 10mg × 500 £12.06 20mg × 250 - £10.52 **Product License Numbers:** 10mg PL0011/0106, 20mg PL0011/0107. Further information is available on request Wyeth Laboratories Taplow, Maidenhead, Berks SL6 0PH.

WYETH* GENERICS

*trademark

Some mothers do 'ave 'em!

We have all seen them — illegible, confusing, amusing and plain infuriating. *C&D* offers a selection from the doctor's pad

No. of days treatment NB Ensure dose is stated | NP

No. of days treatment NB Ensure dose is stated | NP

Melonni Dressys
Wen × 10 cm
30
Salami Sachets
50

No. of days treatment NB Ensure dose is stated

This starry eyed GP (left) just loves his new toy, or is this the ultimate placebo? Boots say that even with a food centre in the store they can't supply (centre) the salami. But would the PPA accept the script if it was endorsed "ACBS", they wonder. Poly-pharmacy is a "bad thing" we are told, but how often does a 15 item monster like this (right) turn up? Must be from a residential home — who's chasing the business!

Pharmacist's pack & quantity endorsement	No. of days treatment NB. Ensure dose is stated NP	Pricing Office use only
12 × OP	Ventolin inhaler (12)	£31.44
12 × OP	Becloforte inhaler (12)	£277.20
12 × OP	Intal 5 inhaler (12)	£174.24
1000	Phyllocontin SR ii BD (120)	6.80
2 × OP	Rynacron Nasal spray (2)	£10.72
OP	Benoxyl 10. 40g.	1.09
500 Distilled 2.5g	Prednisolone E.C. 2.5 1 daily (100)	9.77
27	Histamal 1 daily (60)	9.90
30	Nasepin cream. 5g.	28.
OP	Hydrocortisone 1% 5g.	47
OP Cream		
	Date 25/10/88	£513.11

A few more like this could put a hole in the indicative drug budget. But it doesn't exactly bring pennies dropping into the dispensary either!

No. of days treatment NB. Ensure dose is stated | 42 NP

SULPIRIDE
200mg
T.D.S.

Ten out of ten for this Swindon GP, for clarity. Has someone put a flea in his ear?

27 OP

oxalatum amoxicillin
350mg × 2

Oc. Tandeil
chlorampheniol
this much → cito Bepe 6.0.
tel OC then 1 epstin
day 10p.

With such graphic directions as these what patient counselling can be left for the pharmacist, wonders a subscriber from Chelmsford

No. of days treatment NB Ensure dose is stated | NP

WVIBV cock-up
splint
(×1)
Brufen 200mg tds
c̄ food

All doctors make them from time to time what what if it is in the Tariff?

No. of days treatment NB Ensure dose is stated | NP

HOVI 5

No. of days treatment NB Ensure dose is stated | NP

Human mixture
6 Bt

1 Dress
Velcro Strap
Size 85
Diaphragm

In t'good old days... the FP10 had not been invented (left). This preparation (centre) might have been found in the better pharmacopeia, but the Department would blacklist it these days. Nice try (right), but not quite there — it's a question of timing...

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  The benefits associated with the JRCpos system, would certainly include a substantial reduction of your front shop stock holdings, which in tandem with automatic ordering, will lead to a significant cost saving.

- **PROFIT MARGINS**

  The ability to identify the Fast and Slow moving lines, together with their profit margins, using the JRCpos system, enables you to eliminate the unprofitable lines from your stock holdings.

- **TANGIBLE BENEFITS**

  As well as creating for yourself, a caring, modern, forward looking image, the tangible benefits to the community pharmacist are significant.

- For more information, or a demonstration, please contact Cliff Whitehall, JRCpos, John Richardson Computers Ltd., St. Benedict's House, Brown Lane, Bamber Bridge, Preston. Telephone: (0772) 323763.

JRC POS

Made for the Profession, by the Professionals.

A JOHN RICHARDSON COMPUTER SYSTEM

POINTS OF LAW

"The Companies Act 1989 provides that a private company may elect to dispense with the holding of annual general meetings"

Free legal advice

It can often be the small business man or woman who needs the most help to get started.

Yet of the 200,000 or so businesses set up annually only half seek advice through Enterprise Agencies or The Small Firm's Service and of these it is estimated that seven out of ten will fail within a matter of months.

A sound start is essential and now more help is at hand. The Law Society has put together a scheme "Lawyers for enterprise" which provides a free legal advice consultation for people who are running small businesses or are thinking of doing so.

A free leaflet is available which gives a checklist of areas where a solicitor can offer advice and gives the names of solicitors participating in the scheme; they are widely available, including from the Law Society (071-405 9075).

Obtaining a reference

It is essential for an employer to obtain a reference from a prospective employee and indeed jobs should, when offered, be made subject to obtaining satisfactory references. But on what basis does an employer judge a reference?

In an interesting recent case the plaintiff, a rejected employee tried to obtain an injunction against the employer from re-advertising the post; he had sent in a reference which indicated he was a bad timekeeper. The potential employee had argued that the test was an objective one and the effect must have been such that a reasonable employer would not have regarded the references as not satisfactory.

No, said the court, which held that the question of whether a reference was satisfactory was likely to be one for the employer to decide subjectively.

VAT penalties and illness

Many businesses make late VAT returns and payments and as a result become liable for increasingly stiff penalties. Application may be made to the appropriate VAT tribunal to quash the penalty but the tribunal may not mitigate it.

One of the arguments which is put before VAT tribunals by applicants who seek to avoid a penalty is ill health. This is by no means always successful and very often Customs will argue strenuously against it, particularly if the illness is not the sole cause of the delay.

Another ground on which the Customs will argue against an appeal is that the illness was foreseeable. In recent weeks a sad case came before the London tribunal when the wife, one of the joint owners of the business, became seriously ill and later died.

The business had been neglected during the illness because her husband had been looking after her and there were resulting cash flow problems. The defaults caused by the cash flow problems were not excused.

In another case where the wife/bookkeeper was ill and had to go regularly into hospital for periods of up to 10 days. The tribunal thought that this was no surprise and the appellant should have taken steps to provide for her absences. The lesson is clear; arrangements must be made for a replacement for anyone who is taken sick long term.

Unprotected tenancies

What happens when a landlord lets a prospective tenant into his property paying "rent" while negotiations for the lease are pending? It is something which happens quite often nowadays as landlords are keen not to have unoccupied space and tenants need to get on with their business.

In a case which came before the courts recently the "tenant" had been let into premises while he negotiated a 10 year lease. He paid "rent" on a quarterly basis until the negotiations broke down.

The court found that this was not a periodic tenancy, which could only be determined by giving proper notice but a tenancy at will which could be determined by either party at any time.

It is a decision which both landlords and particularly prospective tenants should heed. Effectively it means that in these circumstances the tenant has no protection at all.

Private companies

Annual general meetings of small private companies have often been haphazard affairs with the managing director and principal shareholder saying to his secretary, who holds one share, "Shall we give them (the other five shareholders) another ten minutes? They may be stuck in traffic." Now the Companies Act 1989 provides that a private company may elect to dispense with the holding of annual general meetings.

It can now do anything which could have been done by resolution in a general meeting, by a written resolution. The resolution must be signed by all members who are entitled to attend and vote at either a general or class meeting.

A written resolution is only valid if it is sent to the company's auditors who must make a statement that it does not affect them or that, if it does, in their opinion it need not be discussed in a general or class meeting. Obviously these changes will be a great saving of time and expense for the small private company.

Getting your money back

Both companies and individuals have been finding that recently their investments in companies have become worthless. There is however, some relief available.

If an authorised investment business which accepted your investment business after August 27, 1988, has gone bust then application should be made to the Securities Investments Board (SIB) at 3 Royal Exchange Buildings London EC3 3NL. In cases involving sums up to £30,000 the SIB will normally refund the full amount.

For higher amounts the normal repayment is the first £30,000 plus 90 per cent of the balance up to a total maximum debt of £50,000.

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VITAMINS

This is the sixteenth of a *Chemist & Druggist* initiated series of training seminars for pharmacists and their assistants — sponsored jointly with companies which have a particular expertise in the chosen subjects

Vitamins — what do they do?

Professor Arnold Bender explains why vitamins are essential to life, the consequences of deficiency, and dietary requirements

Vitamins are defined as naturally-occuring substances essential, in very small amounts, to maintain life. In addition to dietary sources vitamin D can be made in the skin when exposed to sunlight, and niacin can be made from the amino acid tryptophan. Vitamins can be divided into two groups — the fat-soluble vitamins A, D and E: and water soluble vitamins C and the B group.

Vitamin A (or retinol) is present in the diet as retinol itself or as precursors such as carotene which is converted to retinol in the intestine. One function of retinol is to activate the visual pigment, rhodopsin, which enables the eye to register in dim light, hence it is essential for night vision.

A more general function is the maintenance of the mucous tissues lining various tracts in the body, and when these are impaired in the eye one result is drying of the cornea leading to the eventual blindness. Retinol is essential for growth although its precise role is not known. It was failure of animals to grow that originally led to its discovery.

Vitamin D controls the absorbtion of calcium from the intestine and to some extent its deposition in bone. Both vitamins A and D can be toxic in large amounts, say ten times the recommended daily amount (RDA).

A shortage of **vitamin E** gives rise to different symptoms in different animal species, such as necrosis of muscle, foetal death and resorption (not in human beings), degeneration of the outer skin layer, anaemia, and cataract — all possibly explicable by its antioxidant properties.

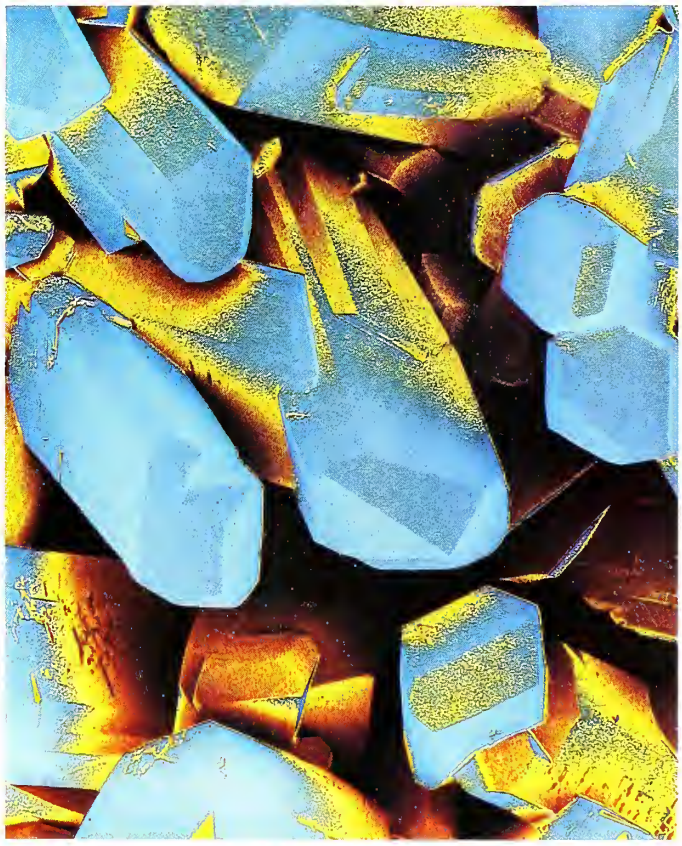
Water-soluble vitamins are stored in the body to a lesser extent than the fat-soluble vitamins and are less toxic since any excess is more easily excreted.

Vitamin C (or ascorbic acid) is involved in iron absorption and iron metabolism. It is also involved in controlling infection by increasing neutrophils (white blood cells) and assisting antibody formation. Through its involvement with collagen formation it is essential for wound healing.

The B vitamins all function as co-enzymes. Thiamin, riboflavin and niacin all participate in different stages in the chain of reactions that liberates energy from foodstuffs. In technical jargon **Vitamin B_1** (thiamine) is part of the decarboxylase and transketolase systems; **Vitamin B_2** riboflavin is part of the flavin enzyme system (FMN and FAD): and **niacin** is part of the coenzyme, nicotinic acid-adenine-dinucleotide (NAD).

Vitamin B_6 exists in three interchangeable forms — pyridoxine, pyridoxal and pyridoxamine. It is a co-enzyme in amino acid metabolism and is involved in the manufacture of adrenalin. **Folic acid** is found in a dozen chemical forms which are reduced in the body to active forms. It is involved in the metabolism of amino acids and nucleotides. The latter control the formation of nuclei in red blood cells, and account for folate-deficiency anaemia.

A derivative of **vitamin B_{12}** (cobalamin) is a coenzyme in a variety of amino acid reactions. Cobalamin controls the formation of red blood cells. However, it is the genetic inability to absorb the vitamin, rather than any dietary shortage, that is the cause of pernicious anaemia.



Electron micrograph of vitamin C crystals

Deficiency

Visible signs of deficiencies in the industrialised countries are not seen (unless some medical condition intervenes) but studies have shown biochemical evidence of vitamin deficiencies in some people. The RDAs, often referred to on products, give some idea of the *average* needs for each nutrient.

Experimental data result in a range of values of human needs. The evidence is incomplete and

RDAs vary with opinions in different countries. There will be new tables from the Department of Health at the end of 1990 and the EC has produced an average set for the of labelling foods.

The population as a whole reaches this figure but there is a broad spread with some taking less than the RDA (and perhaps, less than they need?)

Who might be at risk?

1. Babies — A, C and D usually given.
2. Growing children and teenagers often eat poorly and their physical and mental development can be compromised by a shortage of any nutrient.
3. Pregnant women and lactating mothers, women of childbearing age — their diet may need supplementing with added vitamins and minerals, eg iron.
4. Anyone convalescing.
5. Some of the elderly: while we need less energy (total food) as we grow older we probably still need the usual amounts of vitamins and minerals.
6. Smokers and those under stress can lose abnormal amounts of vitamin C from their bodies.
7. Slimmers who may not choose to eat all the right foods.
8. Athletes in training and those in physically active occupations.

A varied diet is needed to get enough of all the nutrients since no one food supplies all we need. The practical problem is that mild shortages do not reveal themselves, and may affect resistance to disease, work efficiency, mental ability or some other aspect of good health, which is why many people seek the reassurance of a multivitamin.

VITAMIN AND RECOMMENDED DAILY AMOUNTS FOR ADULTS	FUNCTION	SOURCES	PROBLEMS
A retinol 750mcg	Essential for growth, night vision, maintenance of moist (mucus-secreting) tissues	Milk, butter, margarine, green and yellow vegetables and fruits, liver, fish liver oils	Loss in frying and canning
B_1 thiamin 1.2mg	Essential for liberation of energy from foods	Cereals (especially whole grain, meat (especially liver and kidney), potatoes, wheat germ, yeast, nuts, beans	Loss in cooking, in milling flour, toasting bread
B_2 riboflavin 1.6mg	Liberation of energy from foods	Milk, liver, cheese, meat, beans, nuts, eggs	Loss in cooking loss from milk in sunlight
B_5 pantothenic acid Not known	Metabolism of fats and carbohydrates	Vegetables, liver, kidney, yeast many foods	Lack of this vitamin is rare
B_6 pyridoxine 2mg*	Metabolism of proteins	Whole grain products meat, fish, nuts, yeast, wheatgerm	Rare, some loss in cooking
B_{12} cyanoco-balamin 2mcg	Formation of red blood cells	Meat (especially liver and kidney), fish	Absent from strictly vegetarian diets
Biotin vitamin H Not known	Part of enzyme system in several metabolic reactions	Cereals, beans fruits	Lack of this vitamin is rare
Folic acid 300mcg	Formation of blood cells	Fruits, cereals, meat, fish, liver,	Loss in cooking, extra require-ments during pregnancy
Niacin 18mg	Essential for liberation of energy from foods	Meat, cereals wheat, bran, peanuts, yeast, liver	Loss in food preparation, not fully available in cereals
C ascorbic acid 30mg	Maintains cementing substances between cells, growth, healing of wounds	Fruits and vegetables especially black-currants	Washed out into cooking water, oxidises when food kept hot
D cholecal-ciferol 2.5mcg	Needed for absorption of calcium from diet into blood stream and for deposition of calcium on bones	Fish liver oils, fatty fish, margarine (little in butter), eggs, formed in skin by ex-posure to sunshine	Lack of sun-shine, problem in housebound elderly and growing children
E tocopherol 10mg*	Antioxidant — protects fatty tissues and cell walls	Vegetable oils, wheatgerm, wholemeal bread, eggs, nuts	No obvious pro-blems, extra needed when diet rich in polyunsaturates

** United States figure; no figure quoted in UK tables. Source: Food Labelling Regulations 1984*

Vitamins — putting them to use

Vitamin B_6 for PMS, vitamin C for a cold. Are these old wives' tales or is there a scientific rationale? Fisons Consumer Health medical services manager Dr S. Hewitt goes back to basics...

Vitamin B_6 and PMS

The B group vitamins act mainly as cofactors or "helpers" for the enzymic reactions which make up the body's metabolism and are therefore essential for good health. Vitamin B_6 is one of the best understood vitamins, and is known to take part in at least 60 metabolic pathways, chiefly concerned with proteins.

Protein is continually required by the body, since the tissues are continually being replaced and repaired. In the adult, a daily intake of 2mg is considered adequate to support basal protein metabolism. Dietary deficiency of B_6 alone is relatively uncommon: deficiency of the B group vitamins is more usual. Extra B_6 may be needed, however, when the body is fighting infection and antibody synthesis places a high demand on protein metabolism.

Another fundamental role for the vitamin is in the synthesis of the neurotransmitters in the brain which regulate brain function. In the early 1970s, the link was made between vitamin B_6 nutrition and premenstrual syndrome through the effects of this vitamin on neurotransmitter pathways.

PMS is experienced by 40 to 50 per cent of Western women. The symptoms are depression, irritability, abdominal discomfort, breast tenderness, oedema and headache. Vitamin B_6 has been used for nearly 20 years to treat PMS, the most commonly used dose being 50mg, given as pyridoxine hydrochloride, twice daily.

The vitamin is thought to affect several processes related to the symptoms of PMS. When dietary intake is deficient, decreased clearance of oestrogens in the blood by the liver and kidneys results in an imbalance of sex hormones, contributing to breast tenderness. As the enzyme confactor, B_6 regulates the production of serotonin and dopamine, which influence not only mood, behaviour and sleep but also the hormonal regulation of

A market overview

Fisons Consumer Health senior brand manager Catherine Patterson give a few facts on what is now the largest healthcare market

The vitamin and dietary supplements market is extremely buoyant and now exceeds £200 million, making it the largest healthcare market. It is subdivided into multivitamins, single vitamins, fish oils and other dietary supplements (evening primrose oil, royal jelly, garlic, selenium and other minerals).

Consumers find the vitamin market highly confusing. However, broadly speaking, the products fall into three main categories:

- The area of health maintenance. This category is dominated by multivitamins.
- The prophylactic sector, which tends to relate to specific needs. Consumers in this group take vitamins in advance, eg vitamin B_6 for PMS, where they are fairly sure they will suffer the symptoms otherwise.
- The final category is the boost/improve/tonic sector which consumers find the most exciting eg ginseng and royal jelly.

The number of people taking vitamin supplements is increasing dramatically. Most consumers enter the market with multivitamins, the majority of which are purchased by women of all ages. Pharmacists and their staff can offer the reassurance and guidance consumers need, and it follows therefore that the pharmacy remains the most important outlet for sales of vitamins.

salt and water balance.

Vitamin B_6 is also a cofactor for the synthesis of the long chain fatty acids from which prostaglandin mediators are formed. These are substances which control pain and inflammation in the body. The abdominal discomfort which is a feature of PMS is thought to result from an imbalance of magnesium and calcium ions across the cell membrane of smooth muscle cells in the uterus; this too is caused by hormonal disturbance.

Today, vitamin B_6 is widely used to control the symptoms of PMS, and at 50mg twice daily. It is considered to be a useful first line therapy, particularly where breast tenderness is a major feature.

Vitamin E

Within the last 30 years this fat-soluble vitamin has been found to be essential to human health. There is no recommended daily amount (RDA) in the UK yet, but in the USA it is 10mg. In recent years the importance of this vitamin in the maintenance of cell membrane structure has been discovered and some experts believe that larger amounts may be required.

Vitamin E, also called tocopherol, occurs naturally in eight different variants of differing biological activity, which is why the amount is often expressed in international units (IU).

The major function of vitamin E is now known to be as a cellular anti-oxidant, protecting the lipid-rich cell membrane from attack by highly reactive oxygen-containing molecules called free radicals. These also attack the genetic material within the cell, and it is now thought that free radical damage may be the starting point for certain diseases, including atherosclerosis, rheumatism and cancer.

While some free radicals arise from metabolic processes within the cell, such as respiration, most are generated by external factors. The damaging action of ultra-violet light on the skin and the carcinogenic potential of tobacco smoke all arise from the production of free radicals. As an anti-oxidant, vitamin E also helps protect the cellular stores of the other anti-oxidant compounds, which include vitamins A, B_2 and C and selenium.

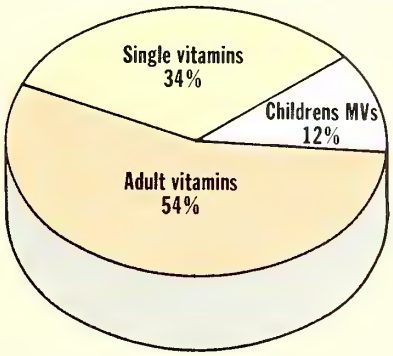
Gross vitamin E deficiency occurs mainly in people in whom fat absorption is impaired. Unless treated, they exhibit progressive deterioration in nervous function, leading to the conclusion that vitamin E may be of major importance in the maintenance of healthy nerve and brain tissue.

In recent years, studies have shown that several hundred IUs of vitamin E has a beneficial effect on the circulation, reducing the tendency for platelet aggregation which "thickens the blood". This improves blood flow in the capillaries, and is thought to be the reason why many people take a vitamin E supplement to improve the condition of their skin.

VITAMIN MARKET

£ SALES

MARKET VALUE £81.3m



Source: Nielsen Consumer Data

Product sectors

Total vitamins sales now amount to £80m at RSP. Over 50 per cent of single vitamin sales are in vitamin C. Other products include Vitamin B_6, vitamin B complex and vitamin E.

The dietary supplements market is approaching £100m (RSP), placing it ahead of vitamins. The main sectors are evening primrose oil, garlic, royal jelly and ginseng. This market has traditionally been dominated by health food shops. However, this pattern is changing with an increasing number of pharmacists recognising the profitability of this sector.

Cod liver oil is a well established product and sales are currently booming due to recent medical evidence supporting its benefits.

Vitamin C

Ascorbic acid is synthesised by most mammals except man, where a dietary supply is essential. This was discovered by 17th Century sailors who learnt to supplement their diet with fruit to avoid scurvy.

Vitamin C has several important functions. It is cofactor to a number of specific enzymes essential in forming the components of the structural protein collagen, which holds skin and other tissue together. For this reason, loosening of the teeth, poor wound healing and bleeding from the capillaries are all signs of vitamin C deficiency.

Another function of vitamin C is in the synthesis of hormones such as adrenaline, and of the amine neurotransmitter compounds. Clinical tests have shown that the adverse effects arising from prolonged stress caused by physical work or exposure to extreme heat are diminished by supplementation with vitamin C.

It also helps in the absorption of iron from the diet. The simultaneous presence of the vitamin with food containing available iron enhances intestinal absorption of this important mineral fourfold.

The presence of this water-soluble vitamin in the intracellular and extracellular fluid complements the lipid-based anti-oxidant action of vitamin E. The reactivity of vitamin C with oxygen enables it to function as a free radical "scavenger". Large scale studies suggest that populations with a high intake of vitamin C have lower levels of stomach and oesophageal cancers.

The recommended daily amount of vitamin C is debatable and varies between 30mg in the UK and 80mg in France. The vitamin C status of smokers tends to be low, not only because of the effect of free radical production, but also because they tend to avoid fruit and vegetables (the main dietary source) in favour of more strongly flavoured foods. A daily supplement of vitamin C is therefore advisable for smokers.

During the 1970s, considerable interest in vitamin C was aroused by the suggestion that taking gram quantities could protect against the common cold and flu. The consensus of many clinical trials suggests that vitamin C supplementation at any level will not prevent the taker from becoming infected, but that the severity of the symptoms can be reduced. There is an explanation for this, based upon the fact that the vitamin is a free radical scavenger.

During infection, blood levels of vitamin C drop rapidly, and it is rational to replace these depleted levels using, say 500mg daily, in order to help the body's defence system. More recently it has been shown that the white blood cells kill invading organisms by engulfing them. In doing so they secrete hydrogen peroxide which is potentially toxic to the surrounding tissues, being a source of free radicals. A similar rapid drop in body vitamin C stores is seen in patients after surgery.

B-Complex and stress

The B group of vitamins includes thiamin (B_1), riboflavin (B_2), niacin (B_3), pyridoxine (B_6), folic acid (B_9), cyanocobalamin B_{12}). Adequate B vitamin nutritional status is important in supporting the body's ability to withstand stress.

There are several types of stress, but the physiological reaction to each is largely the same. Examples include bereavement, injury, convalescence from illness, exposure to extremes of hot or cold, and strenuous physical work. The reaction of the body to stress is governed by "stimulators" such as adrenaline and the steroids. Blood pressure, heart and respiratory rate all increase, muscles tense ready for action and the senses are heightened.

These changes are accompanied by an increase in the metabolic rate — the speed at which body fuels are converted to usable energy compounds — and heat.

To meet the body's metabolic requirements, the enzymic processes involved need to be speeded up, and the supply of cofactors adequate. Thiamin is needed for the citric acid metabolic cycle within the mitochondria (the "cellular power plants"). Riboflavin has a role in the chain of respiratory reactions in the cell. Niacin links the respiratory chain which derives energy from glycogen via sugar compounds.

Stress involving infection requires an adequate response by the body's defence system, and pyridoxine is fundamental for the increased production of antibodies. This vitamin influences mood, behaviour and sleep — important factors in the body's ability to withstand stress.

Vitamin B_{12} and folic acid are important for the production of normal red blood cells. Their roles are interrelated, since B_{12} facilitates the metabolism of folic acid, which in turn is essential for DNA synthesis. The red blood cells deliver oxygen to the tissues; anaemic states are characterised by lack of energy and stamina and these features may make people more susceptible to stress.

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FISONS Consumer H

Standardised garlic lowers lipid levels

Standardised garlic tablets could become particularly relevant as starting medication in the treatment of mild and medium cases of hyperlipidaemia, a new study in *Drug Research* has found.

The lipid lowering effect of fresh garlic has been reported in earlier trials, but has been inconsistent. One reason cited was that the precursor alliin may differ in its content in fresh garlic by a factor of up to 13.

This study, the largest yet, investigated the effect of standardised garlic powder tablets in 261 patients of 30 GPs in West Germany, in a multicentre, placebo controlled, randomised study. Their total cholesterol and/or triglyceride values were more than 200mg/dl.

Patients were randomly allocated to take Kwai garlic tablets containing a total of 800mg garlic powder (standardised to 1.3 per cent alliin content) or the same number of placebo tablets daily for 16 weeks.

Mean serum cholesterol levels dropped in the treated group from 266 to 235 mg/dl (12 per cent), with the best effects seen in patients with initial levels of between 250-300mg/dl. Triglyceride values fell from 226 to 188mg/dl (17 per cent). In the placebo group, there was a 3 per cent reduction in serum cholesterol.

The side effects were minimal. A mild garlic smell was observed in 21 per cent of the treated group and 9 per cent in the placebo group. Only one patient left the study for this reason.

Bright future for cisapride

Cisapride (Prepulsid), Janssen's prokinetic agent, may have a future in the prevention of duodenal ulcer relapse, and the treatment of irritable bowel syndrome and biliary dyskinesia, according to Dr Andre Reyntjens, vice-chairman of the Janssen research council.

Dr Reyntjens detailed the product's new indication for dyspepsia at a meeting at Janssen's headquarters in Beerse, Belgium on October 17.

Dyspepsia, which affects between 25 and 30 per cent of the population, includes symptoms of heartburn, regurgitation, belching, bloating and early satiety. Patients with non-ulcer dyspepsia (NUD) often showed a low amplitude of contractions of the antrum and delayed gastric emptying.

Studies had shown that the gastric motility enhancer, cisapride, normalised gastric emptying in NUD for both solids and liquids compared with placebo, Dr Reyntjens explained. Symptom scores were significantly better after two to four weeks.

A study in duodenal ulcer patients showed that the total acid entering the duodenum was higher than in normal patients. On taking cisapride, there was increased emptying of the acid from the duodenum, he said, and a reduced tendency to ulcerate. Patients given cisapride after the cure of a duodenal ulcer showed better relapse times than those given placebo.

Dr Jane Griffiths, Janssen UK's manager (GI), presented evidence to show that dyspepsia was linked to a gastric motility disorder. Although the majority of doctors believed that gastro-intestinal symptoms with no demonstrable gastro-intestinal disease, probably originated from a disturbance in motility, this was not reflected in their prescribing habits, she said.

Call for doctor audit

All doctors, whether in the NHS or private sector, should participate in a properly structured medical audit programme, concludes a Department of Health report.

Medical audit should lead to action where practice has not matched the agreed standards, so that the quality of medical care is improved. The report explains that the essential nature of medical audit is a frank discussion between doctors, on a regular basis and without fear of criticism, of the quality of care provided as judged against agreed standards but in a context which allows evolutionary change. In primary care, other professions should also be involved. *"The Quality of Medical Care: Report of the Standing Medical Advisory Committee"* (HMSO, £4.15).

Study gives thumbs up to male 'pill'

Weekly injections of testosterone enanthate render men azoospermic which enables them to maintain safe, stable, effective and reversible contraception for at least 12 months, a World Health Organisation study has found.

The ten-centre study, published in *The Lancet*, involved 271 healthy, fertile men aged 21-45 in seven countries.

The efficacy was found to be high — comparable to typical first year failure rates of female injectable contraceptives, better than that of oral contraceptives and IUDs, and substantially better than that of condoms. There was one pregnancy, but this could not be directly identified as a contraceptive failure, since the subject was azoospermic.

WHO found two major limitations to the regimen. One was the frequency of injections, a major cause of withdrawal from the study. The authors suggest that long acting depot testosterone preparations given at three to four monthly intervals would be more acceptable.

The second problem was the inability uniformly to induce azoospermia. During the suppression phase, 157 men (58 per cent) became azoospermic on average within 120 days. Another 114 (42 per cent) withdrew from the study, 68 of these because of non-suppression unrelated to compliance. Overall, 27 men withdrew for medical reasons.

Hormonal injections are unlikely to be available for male contraception in the short-term. Recent studies have led the authors to conclude that azoospermia may not be necessary for adequate inhibition of male fertility, and this question is being addressed in the second stage of this study.

Peak flow meters have been highlighted by the British Thoracic Society as one of the most important aspects of an effective patient self-management plan for treating asthma. In a statement in the *British Medical Journal*, the Society recommends guidelines for the management of chronic persistent asthma in adults. This involves patients, under the overall supervision of their doctor/nurse, taking peak flow measurements to establish the best treatment for asthma and the lowest effective dose of an anti-inflammatory drug which will restore normal breathing. In addition, regular measurement will help to warn of a attack.

PILLS

— the every week story of pharmacy folk episode 22.

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Becton Dickinson UK — committed to pharmacy and to better diabetes care

It is now a little over ten years since the UK Diabetes Health Care Division of Becton Dickinson embarked upon its extensive programme to persuade insulin dependent diabetics, and those responsible for their care, to begin using B-D single-use insulin syringes, and to discard forever the old metal and glass syringes with their daunting re-useable needles. Apart from the obvious consumer benefits of convenience, ease of use and, above all, the vastly increased comfort of the amazing B-D Microfine needle, there were powerful, clinical reasons for the use of B-D syringes.

At that time it was being increasingly recognised and acknowledged that improved diabetes control was easier to achieve with multiple daily injections, and this is even more clearly established today. However the problems, particularly those of discomfort associated with metal and glass syringes, hindered the ability of diabetes consultants to persuade their patients to increase their daily injections. The widely held and understandable patient point of view was that, when it came to injecting with the old syringes and re-useable needles, then once a day was quite enough — thank you very much!

The advent of B-D insulin syringes changed the whole situation very quickly and entirely for the better. As a direct result of their dramatically improved comfort, a steadily increasing number of insulin users found little difficulty in accepting medical advice to adopt a regular routine of multiple, daily injections. In fact today almost 90 per cent of all insulin users inject at least twice a day, thus taking a significant step towards improved diabetes control. Becton Dickinson feel justifiably proud to have been instrumental in helping this to happen.

Pharmacists' vital role

Of course many other key people associated with UK health care were involved in the change to single use insulin syringes and in the consequent move to better diabetes care. At the forefront were community pharmacists themselves, who played a vital and responsible role by ensuring that professionally controlled free sample packs of B-D syringes were given and recommended to thousands of insulin users throughout the UK. In turn users began purchasing the product on a regular basis from their local pharmacy. Already Becton Dickinson were beginning to achieve their dual objective of helping to make life easier for insulin users, while creating a totally new and lucrative, high-potential market in UK pharmacies.

There was one other major objective which the Diabetes Division of Becton Dickinson was determined to achieve, and to which it has remained committed to this day. It recognised from the very beginning that the key to improved diabetes control is a high level of awareness and understanding of what diabetes is, how it affects patients and the steps they can take to minimise the effect. In other words, better diabetes education is directly related to better diabetes care. Therefore Becton Dickinson embarked upon a carefully researched production programme of diabetes educational materials which were designed, not only for the end users, but also for the health care team responsible for their well being.

Very swiftly Becton Dickinson established themselves as a pioneer health care company committed to diabetes education, to better diabetes care and to the sustained provision of educational aids and information all designed to achieve those

aims. Equally swiftly they established among all levels of health care professionals an image and reputation which is as highly regarded today as it was from the onset.

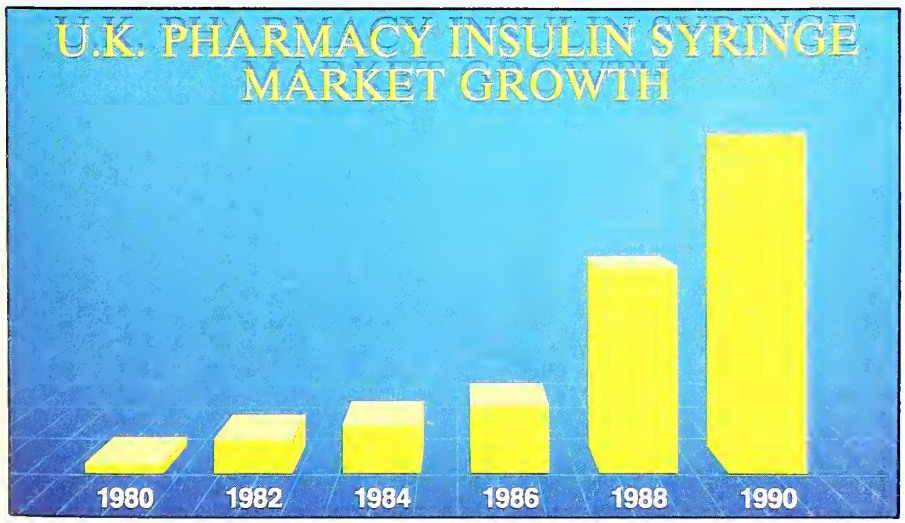
Getting started

Undoubtedly the most widely used and crucial item within all of its extensive range of diabetes educational materials is the Becton Dickinson Getting Started Kit, for people newly transferred to insulin therapy. This simple but comprehensive kit is specifically designed to make it as easy as possible for people to learn how to measure their insulin correctly, and how to administer the injection in the easiest and most trouble free manner.

Better diabetes knowledge leads to better diabetes care. Nonetheless, the vitally important element in the very early days is to help people to come to grips with the necessity to receive regular injections daily, and above all to accept and learn how to inject themselves. Occasionally this can be quite a barrier. However the B-D Getting Started Kit helps to overcome the problem and that is why they are so widely and regularly used in the great majority of UK hospitals and diabetes centres. In fact almost virtually all newly diagnosed patients are taught with the aid of these kits, and with the B-D Microfine IV insulin syringes which each kit contains.

It is because of this, and because of the traditionally superior injection comfort of the B-D syringes, that more than 90 per cent of UK insulin users expect their community pharmacist to stock and supply this leading brand. Happily this is precisely what the very great majority of community pharmacists do. This responsible and professional attitude is widely appreciated by the users and by health care professionals alike.

The particular type and brand of insulin syringe is an integral element in the mix of items and procedures which each individual relies upon to achieve and maintain the best possible levels of diabetes control. Anything which disturbs that mix or causes anxiety, such as the forced necessity to accept and use a syringe other than the regular brand, can easily throw the diabetes out of balance — a situation to be avoided at all costs and certainly not one which any member of the community health care team would wish to bring about.



Conversion to U-100

Mention was made earlier of the important role played by community pharmacists in helping insulin users to experience the benefits of B-D insulin syringes. A year or two after the product was launched, UK pharmacists once again performed a most vital service during the nationwide conversion from U-40 and U-80 insulins to the new, single strength of U-100. Naturally this also involved providing all insulin users with new U-100 syringes.

This entire and complex programme was devised and co-ordinated by a steering committee of the British Diabetic Association under the chairmanship of Professor Harry Keen, and with the objective of converting all 250,000 insulin users within a period of approximately 12-18 months. The entire 250,000 individuals had to be identified, located and directed to specific co-ordination centres throughout the UK. It was the community pharmacists who were nominated to perform this critical task of identification and location. They did the job superbly.

To assist in the U-100 conversion programme and in keeping with their commitment to diabetes education, Becton Dickinson produced and distributed a wide range of U-100 educational material together with many thousands of a special U-100 conversion kit. These proved to be equally as popular and as widely used as the Getting Started Kits and helped to ensure the overall success of the entire U-100 conversion programme. This, in turn, dramatically accelerated the switch from metal and glass syringes to the preferred B-D single use version.

B-D create market

When Becton Dickinson launched their insulin syringes in 1980 they vowed that they would do two things. They undertook to make life easier for insulin users thus helping to bring about better diabetes care. In addition Becton Dickinson declared that they would create a totally new source of exclusive pharmacy sales and profits with significant growth potential.

Beyond any question of doubt, Becton Dickinson have achieved their objectives. As a result UK pharmacies today enjoy an annual insulin syringe market worth in excess of £8m which did not exist prior to 1980. The market continues to show substantial annual rates of growth and Becton Dickinson maintains its widespread and responsible diabetes education activities to ensure that the growth in the market and in better diabetes care is sustained.

Above all, Becton Dickinson look forward with confidence and enthusiasm to maintaining and consolidating even further the happy and profitable business relationship which they have established over the years with community pharmacies. Long may it continue.

BECTON DICKINSON

Setting up shop: The right business structure

These days there is a variety of ways of setting up in a pharmacy business, each with its own risks and advantages. In the fourth in his series on starting a pharmacy, Eric Jensen BCom, MRPharmS, MInstM, looks at the general principles you should bring to the choice and examines the alternatives available

Whatever type of business structure you have in mind for your pharmacy — partnership, co-operative, limited company or whatever — make sure that the type of organisation you arrange suits your particular plans and aims. You will normally be concerned with long-term profitability and with building-up goodwill and a valuable asset.

You can hardly take the right decisions without the advice of your solicitor and accountant; with their help look for a business structure which ensures you keep control even though you might not have the major financial investment initially.

It is vital, too, that you have formal contracts with anyone involved as a partner, however close they are to you. Marriages and friendships can founder without such contracts. Also, if you form a limited company, you and other directors must have contracts with the company. Remember the company is a separate entity.

Any such contract must cover the eventuality of a dispute between the parties, otherwise two equal partners could reach stalemate if they quarrelled, with the business inevitably suffering.

It is also prudent to have an arbitration clause in the contract so that any differences between the parties can be resolved by an independent third party. Arbitration can save money, time, publicity, and the hassle of going to law.

Forward planning is essential. Whatever your age you should look ahead to retirement, consider when you might wish to sell the pharmacy, take a partner, or purchase further pharmacies.

The organisations most commonly adopted in retail pharmacy are that of "sole trader", partnership, and the limited liability company, but before looking at these it is worth considering the other possibilities.

Less common alternative set-ups are:

1. A limited partnership, of which there are few in the UK, although there are more in at least one EEC country. In this arrangement the limited partner contributes a fixed sum and is liable only for that amount should the business fail. This partner must not take any part in the management of the concern.

2. A co-operative could be formed. However, for this, specialist advice would be needed.

3. A franchise could be entered into. Information should be sought from the British Franchise Association, Thames View, Newtown Road, Henley on Thames, Oxon RG9 1HG. Tel: 0491 578049/50.

The sole trader is king or queen of the castle! Decisions can be taken quickly, and the pharmacy moulded to the wishes of one individual. This is the theory. In practice other people are almost certain to be involved, for

instance family and any providers of finance.

The sole trader who is not an all-round expert would be wise to call on outside help in areas of weakness. Such help can be costly, but not so expensive as trying to go-it-alone completely.

The liability of the sole trader is unlimited and both personal and business assets are at risk. Your accountant and solicitor should be consulted to consider how some assets might legally be in the name of an outside party to protect them from this unlimited liability. For example, property could be held by a spouse. Be warned though: the matter can be complicated.

In a partnership all the partners have unlimited liability. Ideally each partner should be expert in one specialised field, but they should also be able to run the whole concern if necessary, at least for a time. This way the pharmacy should run smoothly when one partner is on holiday or away sick.

In choosing a partner it is not enough to look for honesty and professional competence; you will require someone who is compatible with you personally and who also complements your skills, knowledge and experience.

In England and Wales each partner of a partnership running a retail pharmacy must be a pharmacist. However, in Scotland a pharmacist can be in partnership with a non-pharmacist.

Any partnership agreement should be drawn up by a solicitor and must cover a host of matters such as duties, salaries, authority, holiday rights, division of profits, and so on. What happens if the business is to be sold, the partnership is to be dissolved, or when a partner dies or retires? Always remember that a partner could ruin you and the business through some action or failure to act of which you had no previous knowledge. And never allow casual use of the term "partner" about yourself or anyone who is not in fact a partner. If a third party, such as a supplier, is led to believe a non-partner is a partner, this non-partner could be made liable as though he or she truly were in partnership.

The limited company offers many advantages, although tax-wise the private trader or partner could be better off. In this article we are concerned with private rather than public limited companies.

A company has a memorandum, defining the objectives of the company and its relationship with the outside world. This memorandum should be drawn widely enough to cover any possible activities likely to be undertaken by the business. The company's articles of association govern the internal arrangements about such matters as the conduct of meetings, voting procedures etc.

It is worth stressing that the limited company is a separate entity from the directors, who are employees of the company. The directors must have contracts with the company stipulating pay, duties, and general conditions of employment.

A word of caution here: directors should bear in mind that if they give personal guarantees to the bank for credit facilities they could find themselves effectively without limited liability! Thus a major benefit of forming such a company would be lost.

Another point worth bearing in mind is that when you buy a limited company it is usually wiser to purchase the assets rather than the shares. You could thus escape liability for any unforeseen claims against the company which might arise later.

Points to remember

1. The date you fix for your financial year end can have an important effect on your cash-flow. Why pay tax earlier than you need? Your accountant will advise.

2. The set-up you opt for must be considered in the light of the way you wish to run the business: this will depend on such factors as the size of the concern, the mix of products you will feature and so on. With a large pharmacy you will almost certainly want to departmentalise, to delegate to heads of the sectors. It could be simpler to arrange matters if you have a company, with specialist directors over, say photography, surgical instruments, cosmetics. With a smaller, sole trade set-up, your problem will be to find suitable staff if they are not already there.

3. If a freehold is bought along with a pharmacy it might be advantageous for the property to be owned by someone other than the new business owner. The company or partnership or sole trader could then be granted a lease by the property owner. The tax and other implications need the closest professional consideration.

Effective EPoS for the pharmacist

I am writing regarding the article by Xrayser (*C&D* October 6) subtitled "EPoS comes of age?" which was shown to me by a client.

In it, the writer pointed out how the system might help him run his counter sales more efficiently by reducing stock, and having sufficient information available to re-order stock on a more logical basis. The cheapest system, at £5,000 and more, was barely affordable but worthy of serious consideration because of the benefits and advantages it could offer.

However, the real importance of the EPoS system is that, with falling revenues from prescription income, the OTC part of the business is becoming more important in maintaining profitability. It would therefore seem prudent to examine more carefully the benefits and cost-savings such a system will produce.

The most obvious cost saving is to be had from stock control and its reduction from traditionally (for pharmacies) high levels. Add to this that goods can be sold at "today's price", as opposed to those prevailing weeks ago, and your business will achieve a higher gross profit (at least 1-2 per cent in current times).

Further, since you have full details of your stock and its cost, you can easily dispense with the need for the annual stock-taking fee. With these three main and calculable features in mind, let us work through the cost-saving benefits using Xrayser's own figures. Assuming that all stock held is financed by bank overdraft at current interest rates:

Stock held (2 × his stock saving)	**£4,000**
Annual sales (4 × his stock if held for 13 weeks)	**£160,000**
Cost of system (incl VAT)	**£6,000**
Assume stock reduction of 40 per cent	**£16,000**
Reduction of interest charges at 17 per cent (base rate + 3 per cent)	£2,720
Increase in gross profit yield at say 1 per cent	£1,600
Stock-taking fee at say 1% of stock held (before EPoS)	£400
Financial benefit	**£4,720**
Cost of leasing over 5 years: £27.20 per £1,000 per month	£1,958
Benefit to pharmacy	**£2,762pa**

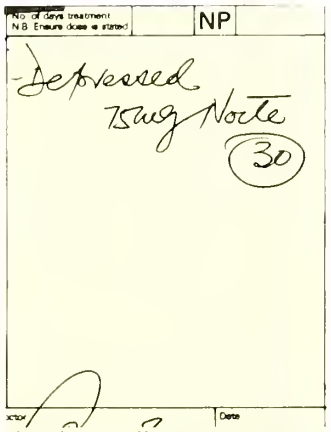
I should also like to point out some of the benefits not included above as there is no broad basis on which they might be calculated but they nonetheless impinge on the profits made by any retail shop:

- ☐ Under-ringing by staff is eliminated
- ☐ Price-tag switching by dishonest customers becomes ineffective
- ☐ Pilferage can be identified and therefore measures to reduce/eradicate it are possible
- ☐ Slow or non-selling lines can be delisted to make room for more popular faster selling lines
- ☐ Shelf restocking can be done more quickly and accurately by obtaining picking lists
- ☐ Customer service should become quicker with the use of bar-code scanners.

I hope that the points I have made in this letter are of assistance. The real point at issue appears to be that, with shrinking profits from prescription income, pharmacies are being forced to maximise their sales business if future financial viability is to be maintained.

Controlling a business is reliant on being fully informed about all its aspects, and the EPoS system would appear to offer a wealth of information in the crucial areas. In short, if you use it properly, you are in a position to run your business efficiently rather than have it run you into the ground.

Kit Bearnan
Chartered Accountant



Aren't we all at some time or another, says Michael Ballin of the Hope Pharmacy, Salford. At least this patient knows his problem...

Up my nose too!

In his column "Topical Reflections" last week, Xrayser suggests that the Pharmaceutical Services Negotiating Committee "tackle all the Drug Tariff anomalies and ensure that pharmacists are paid for the perfection expected". Indeed, PSNC tries its best! Unfortunately it is difficult for PSNC to respond to the "anomaly" referred to in Xrayser's column as that particular anomaly does not exist.

Without having sight of the form FP10 concerned I will not say that the Prescription Pricing Authority was in error but if this is the case then both I and the PPA would like to know the division concerned in order that this can be investigated further.

With reference to David Thomas' letter in the same issue, relating to Mucaine, I am pleased to confirm that in its role as the "shining white knight" the PSNC ensured that Mucaine was included on the special containers list from the time that the pack changed.

One of the basic principles of reimbursement prices is that the Drug Tariff is concerned with payments to pharmacists rather than purchases by pharmacists. The price for any category C item should therefore be reimbursed to the pharmacist at the price listed in the Tariff, irrespective of any endorsement by the pharmacist.

Xrayser and others please, next time contact the PSNC office in the first instance where you have complaints about pricing — it could save you money!

S.R. Axon
Secretary PSNC

Come to a *C&D* seminar!

Since 1987 *Chemist & Druggist* has run seminars for pharmacists and their assistants on which printed training material for the magazine is based (see p751). The next seminar in the series, covering "Diagnostic Testing" and co-sponsored by the Ames Division of Miles Laboratories, will be held on Thursday November 15 at the Dudley Hotel, Hove. All *C&D* readers in and around the Brighton area are invited to attend.

The seminars are conducted in an informal atmosphere providing an enjoyable and instructive evening, rounded off with a first-class hot buffet. We begin with light refreshments on arrival at 6.30pm, with the seminar itself starting at 7pm. Terry Maguire, a community pharmacist from Belfast and Nuffield Research Fellow at the Queen's University, Belfast will talk about diagnostic testing in pharmacy, including cholesterol testing and urinalysis, and diabetic nurse Ms E. Oxenham will address the subject of diabetes and the need for monitoring blood sugar. The talks, complete with demonstrations of Ames equipment, will last for an hour and a half, before the buffet arrives.

You can reserve a place at the *C&D*/Ames seminar by filling in the coupon on the left and sending it to The Editor, *Chemist & Druggist*, Benn Retail Publications Ltd, FREEPOST, Sovereign Way, Tonbridge, Kent TN9 1YZ (no stamp required) by November 2. The limited number of places will be allocated on a first come, first served basis. A formal invitation will confirm receipt of your application. Why not ask your staff and make it a pharmacy outing?

Please reserve ..... places for me at the *C&D*/Ames seminar on Diagnostic Testing at the Dudley Hotel, Hove, on Thursday, November 15, 1990

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I shall be accompanied by .....

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Pharmacy stamp

Signed .....

BUSINESS NEWS

EHP become Scholl Plc

European Home Products have announced a change of name to Scholl Plc as part of their strategy to focus their business of personal care products. This follows the divestiture of their consumer durable and fashion hosiery businesses.

The two European hosiery operations Amcor Onrocrend Goeb BV and Horst BG last week were sold to a newly formed Dutch holding company. Net proceeds received from the sale will be applied to reduce group borrowings.

The company says the change will allow it to concentrate on its core business of footcare, compression hosiery, health footwear and chiropody services through pharmacy and its own specialised foot comfort outlets.

Scholl Consumer Products Ltd, the UK subsidiary, are to continue to acquire and licence other quality personal care brands that complement their pharmacy distribution.

The sale of Amcor and Werner completes the disposal of Scholl's non core activities, following the sale of the sewing and consumer durables business in March.

Hitch in EC patent plans?

Baroness Hooper, Under Secretary for Health, told the House of Lords on Monday that generic pharmaceutical manufacturers had made some representations against proposals by the European Community Commission to restore patent life.

Replying to Lord Northfield (Lab) she said the EC proposal suggested that 12 years of patent life was "lost", leaving eight years effective market life. Other studies showed estimates at variance with the Commission's view, she said. "We are considering these before coming to a decision."

UBR shock next April?

Dire predictions of more businesses going to the wall have been prompted by September's high inflation rate of 10.9 per cent. The September figure will be used by the Government to set the level of next April's uniform business rate.

The law allows the increase to match the rise in inflation, but bodies such as the National Chamber of Trade and the National Federation of Self Employed and Small Businesses are appealing to the Government to reduce the size of the increase. Businesses already face the next stage of the phased adjustment of their rates, under the revaluation accompanying the introduction of the UBR, which amounts to 20 per cent for larger businesses and 15 per cent for smaller ones.

A spokesman for the National Chamber of Trade said the phased adjustment was in itself very steep. He said: "Any more and a good number of businesses will not survive". The spokesmen hoped the additional £500m that had been raised from the UBR this year that the Government had not anticipated could be put towards minimising next year's increase.

Similar sentiments were expressed by the National Federation which said it would be "really dismayed" if the Government pushed the UBR up by the full amount. Businesses were not taking in the money to pay for such an increase.

Shops Act conforms with EC law

Sir Patrick Mayhew, the Attorney General, has confirmed in the Commons that recent court judgments have established that the Sunday trading provisions of the Shops Act 1950 do not contravene the European Economic Community Treaty. He also confirmed that it was the duty of local authorities to enforce the provisions in the Act.

When the issue was raised in the House of Lords, Lord Reay, a Government spokesman, described the Sunday trading laws as "outdated, full of anomolies and in need of reform."

He reaffirmed that the Government favoured reforming the Act, and that it was continuing to encourage interested parties to try to reach agreement on a solution which would be enforceable, practicable and likely to command a parliamentary majority.

He told the House: "No such solution has yet emerged."

PZ profits to grow Cussons?

Paterson Zochonis, manufacturers of Cussons Imperial Leather toiletries, have reported pre-tax profits up from £23.39m to £25.03m in the year ended May 31. Turnover increased to £224.94m (£205.56m) and generated operating profits of £9.8m (£9.26m). Investment income rose to £17.97m (£16.83m), while interest payable increased to £7.14m (£6.03m).

The company's finance director Alan Whitaker confirmed to *C&D* that the company remained interested in acquisitions that would augment the Cussons business in this country, Europe or elsewhere. But prices had been extremely high, offering poor returns.

Possibly with the downturn in the economy prices would come down, he speculated. Money remained available for purchasers, but the company did not want to make acquisitions merely for the sake of looking active, he said.

Crookes buy Evans OTC brands for £18.5m

Crookes Healthcare have bought for £18.5 million a number of key Evans OTC brands from Medeva. The brands purchased are Dequacaine, Dequadin, Dequacets, Mycil and Nylax; plus Sea Legs, Acriflex and Anethaine. The brands had sales of £3.82m and operating profits of £1.24m in the year to June 30, 1989.

OTC production at Medeva's Bradford plant will continue until the factory's expected closure in late 1991. After providing for anticipated closure costs, net sales proceeds are expected to be £18m. Having eliminated their borrowing the remaining cash will be put on deposit and later used by Medeva in their expansion programme in their core areas of generics, branded pharmaceuticals and vaccines and, in particular, to support "'active" acquisition opportunities

The OTC products were acquired by Medeva as part of their £87m acquisition of Evans Healthcare in February. The proposed sale of OTC products was announced in July. Earlier this year Medeva bought three branded pharmaceutical lines from Smithkline Beecham for £2.4m and Thomas Kerfoot for an initial consideration of £10m.

The proposed sale, which is subject to Medeva shareholder and OFT approval, is expected to be completed later this year, but is unlikely to have a significant effect on Medeva's 1990 trading results.

The acquisition gives Crookes Healthcare a significant presence within the anaesthetic sector of the throat lozenge market. Dequacaine (with a 28 per cent sector share), Dequadin and Dequacets have a total sales value of £2.2m at rsp.

The acquired brands will be integrated into the Crookes Healthcare business by the end of the year.

Barry Besbrode (left), of Corsons Pharmacy, Keyworth, Notts, and David Bower, of Richard Daniels Pharmaceutical, Derby, were two members of a party of wholesale and retail members of Numark taken to Photokina, in Cologne, Germany. "The world's foremost photographic trade exhibition" was seen by Terry Norris, managing director of Numark, as part of the trading organisation's ongoing campaign to enhance the capacity of its members to cater for the photographic services market place. Other moves have included the launch of an own brand photographic film. "Nearly half of all developing and processing now goes through independent chemists," said Terry Norris. "The UK photographic market is worth over £1.2bn per year. We aim to help our members secure a significant part of that market"

Europharm buy Eurochem

Europharm of Worthing Ltd have bought the equity of Eurochem for an undisclosed sum. Eurochem will remain under the day to day control of managing director Mr F. Janmohaned.

Eurochem will continue to be responsible for the labelling and quality control of the 200 PIs in the range with next day delivery now guaranteed. Europharm of Worthing's parent company is Europharm which is solely owned by chairman Ken Higson. Mr Higson says Eurochem's range of generics will be extended to match that of Europharm who currently have 863 lines in stock, of which only 120 are PIs.

Monmouth Pharmaceuticals Ltd, Guildford-based subsidiary of Roberts Pharmaceutical Corporation, have acquired the UK product rights for two cardiovascular drugs from Prographarm Laboratories of Paris. Both drugs will be marketed and sold under Monmouth trademarks. The company expects they will be launched during their next quarter. One product is a recently approved anti-arrhythmic, and the other is a beta-blocker awaiting formal approval.

Rhône open £7.5m R&D facility in UK

Research laboratories costing £7.5m at Rhône-Poulenc Rorer, Dagenham, were opened last week by John MacGregor, Secretary of State for Education and Science. They are part of a £12.5m project to upgrade the site's research facilities.

Dr Keith Humphreys, chairman and managing director of Rhône-Poulenc Ltd, said the group would be concentrating its research efforts in France, the USA and the UK.

The eight laboratories and a computer aided design facility are for the synthesis of chemicals with potential as treatments for cardiovascular disorders and allergies, particularly asthma.

■ Rhône-Poulenc have opened a paracetamol production unit in Bangpoo, Thailand, with a capacity of 900 tonnes a year. It is located on the same site as an aspirin unit taken over from Mosanto in 1989 and is a joint venture with Osothsapha Co Ltd. The unit completes the group's industrial network, with plants producing paracetamol in France, the USA, and Thailand, and aspirin in those countries and the UK. The company predicts its group sales in Asia in 1990 will reach LST530 million.

COMING EVENTS

ACPA dinner

The African and Caribbean Pharmacy Association is holding its second annual dinner and dance at The Royal National Hotel, Bedford Way, London WC1, on November 17 from 8pm-2am.

Dinner will be served at 8.30pm, and will consist of Afro-Caribbean cuisine. The after-dinner speaker will be Mr John Anthony Roberts, QC. Information and tickets (£25 per person) from Charlotte Coker (tel: 0732 364422).

Crookes/AAH training

A training evening for pharmacists and their staff, organised by Crookes Healthcare and AAH Pharmaceuticals will take place on November 13 at The Sheraton Hotel, Edinburgh.

The programme will include customer care and the E45 range of products. This will be followed by a social evening with prizes, buffet and disco. Further information is available from Ken Howells on 0928 717070.

UKCPA symposium

The United Kingdom Clinical Pharmacy Association is holding a residential symposium at the Moat House Hotel, Bournemouth from November 9-11.

Entitled "Theory into practice", the symposium will include presentations by the 1989 winners of the ICI clinical pharmacy practice award and the Evans Medical clinical pharmacy research fellowship.

Registration fee is £130 (members) and £160 (non-members). Details from Mr L. Goldberg, Salford Health Authority, Peel House, Albert Street, Eccles, Manchester.

Wednesday, October 31

West Metropolitan Branch, RPSGB. Institute lecture theatre, Brompton Hospital at 7.30pm. "Gastro-intestinal drugs" by Gareth Sherwood, principal clinical pharmacist, Northwick Park Hospital.

Thursday, November 1

Weald of Kent Branch, RPSGB, postgraduate centre, Kent and Sussex Hospital, Tunbridge Wells, 7.45pm. "Diets and nutrition" by Jean Barrass, senior dietician.

Bristol Branch, RPSGB. Postgraduate centre, Frenchay Hospital, 7pm (buffet). "Mediaeval Medicine" by Dr Brian Moffat.

Advance information

Applied Pharmacy Practice Learning Events. "Anxiety and insomnia" on October 30 in Belfast. Details from Donna McDowell on Belfast 650111 ext 761.

PM Society. "Marketing workshop, a strategy for the future" on October 31 at Great Fosters, Egham, Surrey. Followed by lunch. Details from Sarah Clarke on 071-253 2126.

NPA Bradford and Halifax Branch. "Remuneration, what is PSNC doing about it?" by Mike King at The Bankfield Hotel, Bradford Road, Bingley on November 8 at 8pm. Details from Mike Cowen on 0274 664467.

The Glasgow Pharmacy Charity Ball at the Grosvenor Hotel on November 10, in aid of the Prince and Princess of Wales Hospice. Tickets from R.M. Hogarth on 041-959 2196.

MSD Foundation. Mental illness symposium at the Queen Elizabeth II Conference Centre, London, on November 12. Cost £20. Details from Graham Ball on 071-537 4987.

Cosmetics and Eastern Europe conference at The Hilton International, Kensington, London on November 12. Cost £275. Information from 071-221 2291.

British Society for the History of Pharmacy. "Tempt the invalid — changes in their feeding practices" by Dr Jane O'Hara-May on November 13, 6pm at RPSGB headquarters. Details from Dr L.C. Howden on 031-556 4386.

RPSGB Industrial Pharmacists Group. Meeting on the development and formulation of parenteral products at the Society's headquarters on November 15. Information from Betty Cockburn on 071-735 9141.

RPSGB Harrison Memorial Lecture. "A modern view of Galen's humour" by Professor W.C. Bowman, University of Strathclyde, at the Society's headquarters on November 15 at 7pm.

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ABOUT PEOPLE

Multiples will grow, says Mair

The trend in pharmacy ownership in the UK towards a reduction in independent pharmacies and a growth in the number owned by larger companies will continue for some time to come, the chairman of Unichem, David Mair, told delegates at the Eurocophar congress recently.

Mr Mair attributed this to an increasing competitiveness with other retail sectors for the traditional OTC pharmacy business, along with rising costs. He substantiated this by referring to a report which showed that Boots and Lloyds recorded profits that were significantly higher than the average margins for the year 1988-89.

Although he predicted that growth in the market would be slow, Mr Mair felt that ownership of a pharmacy was a sound investment. Pharmacy would be well protected against recession by an increasing proportion of elderly people in the population and an increasing health awareness, he said.

Pharmacist Alex Mulholland (second from left) and his staff Mandy Cannon, Patsy Willis and Grace Edwards (left to right) are pictured with Charlie Hankins (seated), who holds a cheque for £765 which was raised by customers sponsoring his 47 day journey from Lands End to John O'Groats in his hand propelled wheelchair

Pharmacist helps pensioner raise £760 for home

Pharmacist Alex Mulholland helped a disabled pensioner to raise £765 for the Royal Star and Garter Home for disabled sailors, soldiers and airmen, in Richmond, Surrey.

Mr Mulholland owns a community pharmacy and also works as a staff pharmacist at the home where 70-year old Charlie Hankins is a resident. He was so moved by Mr Hankins' fundraising venture — to push himself in his hand-propelled wheelchair from Lands End to John O'Groats — that he decided to back the fund.

Sponsorship forms were placed in Mr Mulholland's 125 year old pharmacy, and his customers responded generously. Many of them had heard Charlie Hankins being interviewed on the radio or read about him in the Press. During the 47 days it took for the 989 mile journey, money came pouring in.

Mr Mulholland presented Charlie Hankins with the cheque at the pharmacy, where he met the staff and local people. He told them he stopped for only one day, and before doing so made a free fall parachute jump, and then dived into Loch Ness in search of the monster.

The first lady to qualify for the Numark/Rennie golf final is Mrs Pat Eaton, who owns a pharmacy in Leicestershire with her husband. She came second in the regional final held at Beau Desert and is pictured with the other winners (from left) Numark pharmacists Henry Brook (third), Graham Austin (fourth), Graham Williams (sixth), Alun Davis from the Numark wholesaler L. Rowland & Co Ltd, co-ordinator Ken White, and Richard Simmonds (first)

APPOINTMENTS

Kimberly-Clark Corporation have appointed Nicholas Smith as president of European Consumer and Industrial Operations. Mr Smith, previously managing director of the company's Australian operation, will be based in the UK. The construction of a new $200m tissue mill near Nancy in France will increase tissue capacity in Europe.

Teaching them how to write...

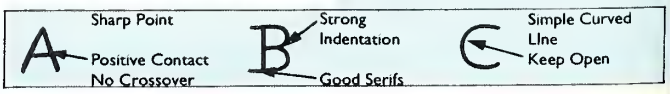
After years of anguish for the pharmacist in the dispensary, the Department of Health is finally doing it.

Advice on basic legibility, including a chart of all 26 letters of the alphabet and the numbers from one to ten, has been issued. The advice states. "Make simple shapes; do not drag your pencil; make well rounded closed loops".

But mention of a pencil should offer a clue, according to a report in *The Observer* — the lesson has been delivered to another group of professional scrawlers, dentists. And it is to help officials at the Dental Estimates Board to decipher scribbled payment claims, not to assist the hard pressed pharmacist in avoiding dispensing the wrong medicine.

Apparently the problem with dentists is being exacerbated by the use of an unsubtle optical character reader, which does not appreciate the idiosyncrasies of the individual practitioners' hand or writing materials.

Of course, the Department could always reward those with pristine writing by prompt payment and threaten the more illegible with delayed processing. But will the DoH make the package available to GPs?



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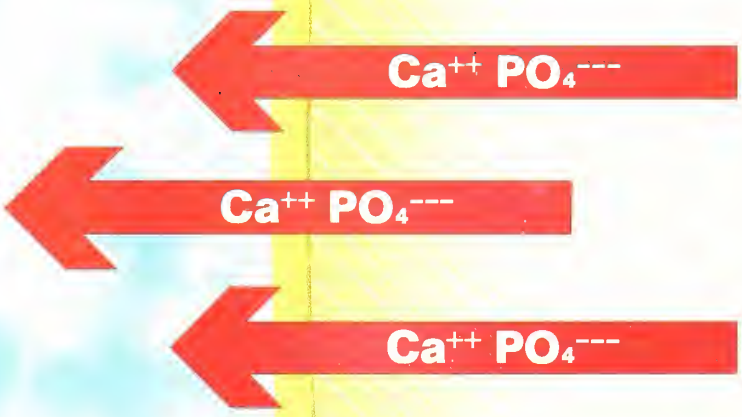
New research update

Chewing stimulates saliva to aid remineralisation

Remineralisation – Net inflow of Ca^{++} PO_4^{---} into the ena



Demineralisation – Net outflow of Ca^{++} PO_4^{---} from the ena

After eating, elevated acid exposure can cause an outflow of calcium and phosphate from the tooth enamel, which may lead to demineralisation and decay. It is well documented that saliva has an important role to play in helping to prevent this process.[1,2,3] A recently published study demonstrated that the chewing of sugar-free gum for 20 minutes after eating stimulates saliva to promote remineralisation of experimental caries-like lesions.[4]

Now a new research study using experimental caries-like lesions has shown that the chewing of sucrose-sweetened gum for 20 minutes after meals and snacks significantly increased the mineral content of the lesions, compared to when gum was not chewed.[5]

While research on sucrose-sweetened gum continues, you can recommend with confidence the chewing of sugar-free gum for 20 minutes after eating to help your patients in the fight against tooth decay.

So consider Wrigley's Extra and Orbit sugar-free gums as valuable adjuncts to thorough brushing with fluoride toothpaste, a sensible diet and regular check-ups in maintaining good dental health.

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References 1. *JADA*, 1988, **116**, 757-759. 2. *Gen. Dent. Pract.*, 1989, July/Aug. 3. *Dental Update Supplement*, 1989, 3-15. 4. *J. Dent. Res.*, 1989, **68**(6), 1064-1068. 5. *IADR*, 1990, Cincinnati, Abstr.1217.

S2-31-44/9/90

counter

CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS NOVEMBER 1990

Winter remedies: What should you recommend?

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CROOKES healthcare

SUPPLEMENT TO

CHEMIST & DRUGGIST

October 27, 1990

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Benn

s great when a plan comes gether. When we launched our odel Assistant competition back July we had no idea what the sponse from you the readers uld be.

We needn't have worried. In me your photographs senting us with an almost possible task to pick three of 1 to receive the makeover atment in preparation for an earance in *Over the Counter*. r thanks to all of you who ered, and to Max Factor who sented 22 make-up kits as ners-up prizes.

Now you can see the first ults of a long tiring day in an und our studios in Canterbury ve take the wraps off our first ner, Elizabeth Beaumont from row-upon-Soar in cestershire, on page 22.

The rest of this month's issue ects the changing seasons. contributing community rmacist Jeremy Clitherow is he coughs and colds trail, we e news of flu jabs, and our dow expert provides some s for a festive display. See next month — with the istmas decorations out!

er: Ernest Jackson's complete e to throatease this Winter, p12

OVER THE counter

A CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS VOLUME 2 NUMBER 23 NOVEMBER 1990

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Community pharmacist Jeremy Clitherow this month guides you through making recommendations for cough and cold remedies, as the peak sniffles season approaches

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The pharmacy is often the first port of call when girls start to experiment with make-up. *Over the Counter* looks at the advice you can give to these first-time buyers

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Designer Beverly Fuller, in the first of a new occasional series on seasonal displays, gives a few ideas for attracting customers in the run up to Christmas

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Find out how we transformed our first assistant winner Elizabeth Beaumont with the help of Max Factor's Autumn palette

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Cold and flu remedies, and OTC answers to cold sores are laid out in the penultimate section of our 12-part guide to your medicine shelves

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35 COUNTERVIEW
Our assistant Verity has a moan about rota duties and reflects on the aftermath of the Summer

Elizabeth in the hot seat, p22

Seasonal display ideas, p18

Are you making the right choice?

Community pharmacist Jeremy Clitherow, of Knotty Ash, Liverpool, guides you round the complex problems associated with advising on medicines for coughs and colds

There are some excellent products on the market for the symptomatic relief of coughs and colds. Others are not so excellent, and there are even some which could prove dangerous in certain patients. Pharmacists and the trained assistant look past attractive packaging at the products themselves before making a recommendation. He or she will know the properties of the formulation, its presentation, the action of its ingredients individually and combined.

Unassisted self-selection of Pharmacy only medicines has never been advisable. Only a minority challenge this principle. Also inadvisable is repressive legislation which denies or makes difficult public access to those medicines which the cumulative efforts of the Government, Department of Health and the pharmaceutical industry have striven to research, develop and manufacture.

Clearly the middle road is the correct and sensible one. The majority of pharmacists support the tried and tested method of distribution. Consumer-led, pharmacy assisted, well informed choice seems both practical and practicable. Time has shown it to be both it safe and effective.

Product choice is important when advising on cough and cold remedies. Random picking would produce mediocre results. Some products would be effective, some would not. Haphazard choice is, therefore, inappropriate. It makes sense to use the Department of Health's criteria for improving prescribing by doctors. In order,

IT'S NEARLY WINTER, SO WE BOUGHT SOME COUGH MEDICINE.

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the product recommended should be safe, effective, appropriate and value for money.

Combining this with knowledge of the actions of drugs on the body, a step by step, scientific approach to selection is required.

'2-WHAM' questions

Typically, the patient will request a remedy for a cough mixture, forgetting to mention that he has suddenly become deaf in one or both ears. Patients' symptoms and descriptions of their illnesses have endless permutations. This need not represent a problem for the counter assistant who has trained and learnt a rational scientific approach.

The National Pharmaceutical Association's Medicines Counter Assistants training course uses a set questioning pattern to obtain information from customers requesting medicines. Based on the questions asked, it is known as the "2-WHAM" approach.

The five questions are: **Who** requires the treatment? **What** are the symptoms? **How** long have they had them? What **action** has already been taken? Are any **medicines** being taken for other problems? The answers to these questions will go a long way in telling you whether you can answer the query yourself, or whether you need to call on your pharmacist.

Factors that might prompt you to seek the advice of your pharmacist include if the person requiring treatment is a baby or small child, if medicines for other conditions are being taken, if the patient complains of green or yellow, or blood-stained sputum, breathlessness, chest pain, swollen neck glands or difficulty in swallowing.

Always ask who a medicine is for. The person making the inquiry may be fit and healthy, but they may be running an errand for a person whose complications make the choice of treatment more difficult.

Determining the symptoms will give some guide to what product to select. Does the customer want treatment to stop a cough, ease it, assist it, liquefy the phlegm, soothe the associated sore throat, dry up the running nose, clear the blockage in the ears? Ascertain the symptoms, identify the cause, inquire as to the complicating factors and make an informed decision. That's what 2-WHAM is all about.

The NPA produces small glossy cards for pockets or for fixing to the till as an *aide memoire* to the 2-WHAM questions. If you do not have one of these cards, why not make one. Learn it, remember it and use it.

Pitfalls

The pitfalls into which the unwary can fall range from the fatal to the trivial. For example, a patient who is taking monoamine oxidase inhibitors (MAOIs) for control of his depression or mental illness, if given an ephedrine-type decongestant, could easily rupture a cerebral blood vessel, with disastrous consequences.

A customer who forgets to tell you he is diabetic, asks for a cough and cold cure and purchases a linctus formulated with syrup, only to fall into a coma. Or he does not collapse, but merely staggers into the path of traffic?

A patient with earache could purchase wax dissolving drops and inadvertently instill them, through the perforation in his eardrum into his inner ear. The damage could be irreparable.

An overdose of paracetamol could be the

result of taking a cold cure based on paracetamol while forgetting the paracetamol taken in other medicines. These examples illustrate the importance of the "any other medicines" question.

Symptomatic relief

A cold is an infection characterised by fever, headache, general malaise, a runny nose and reddened eyes, which is sometimes complicated by a sore throat and/or cough. It is an acute illness (it doesn't last very long) and is self-limiting (it cures itself).

Colds are caused by one or more of 100 different rhinoviruses. After an incubation period of up to three days, the dramatic onset is dominated by the effect on the nasal membranes which swell and begin to discharge producing a runny nose. Sneezing is common and a high temperature (pyrexia) and shivering soon follow.

Bacterial infections may be a complication and the physical properties of the discharge can cause discomfort. Blockage of the Eustachian tubes, which equalise pressure between the back of the throat and the inner ears, produces anything from discomfort to agony.

Most cases of flu described in pharmacies are really colds. A bout of flu is serious and leaves the patient unable to get out of bed. Chronic bronchitics are prone to colds and need careful counselling. An acute cold can threaten the life of a patient with long term chest conditions such as bronchitis or emphysema.

A cough is designed to clear the air passages of irritants and obstructions. They can be subdivided into voluntary and involuntary and productive or non-productive. Voluntary coughs are deliberate actions to clear the lungs and throat. Involuntary coughs arise through mechanical, chemical or nervous stimulations, such as chest infections, smoke, foreign bodies, dust and mucus.

Do be careful, it is all too easy to suppress diagnostic symptoms and permit underlying potentially dangerous conditions to progress. A patient who reports shortness of breath, severe pain on breathing in, or weight loss would warrant immediate action. He may or may not have noticed these crucial pointers. For your part, you must ask the questions to enable you to discount the possibilities.

Advising on coughs

Productive coughs are often described as being loose or chesty. Typically they bring up mucus and phlegm. Associated sneezing dislodges the mucus from the nasal passages.

None of these symptoms should be suppressed. If they were, accumulation of the secretions would inevitably congest the bases of the lungs, become infected and make the condition much worse.

A sensible approach is to help the effect, known as expectoration. Steam is an excellent expectorant. Alone or as a vehicle for inhalations such as friars balsam, steam is safe, effective, appropriate and cheap. It works by liquefying the mucus.

Directly acting expectorants found in many cough products, such as ammonium chloride, ipecacuanha and guiaphenesin, are absorbed into the bloodstream. It is claimed that their action is one of local stimulation of the mucus producing glands.

Non-productive coughs include the barking cough and the nocturnal tickle which keeps the patient and the family from sleep. It is essential to be wary of non-productive coughs of any substantial duration. They could be the heralds of serious disease. These non-productive coughs should really only be treated if the cough is troublesome at work or if it prevents sleep.

In the short term, sips of water and warm drinks help. If these prove ineffective stronger measures to suppress the cough may be required. It is always safest to originate treatment with the least potent effective medicine. A simple demulcent — a sticky coating for the inflamed throat — may achieve success. Glycerins, bland linctuses like simple linctus and honey and lemon mixtures would be typical.

Morphine-based antitussives (cough suppressants) are effective but have abuse potential. Codeine is the best known. It is effective but causes constipation and is addictive. Pholcodine is a better alternative. It is only slightly less effective, but has far less abuse potential.

Dextromethorphan is widely used and has many facets to recommend it. It does not constipate, has little addiction risk, does not caused drowsiness and works. It is a common ingredient of many cough mixtures and is now available in capsule form too.

Advising on colds

The best therapy for a bad cold is to look after the symptoms and keep them to yourself. That means going to bed if necessary, but keeping warm, having plenty to drink, being well-nourished and keeping well clear of everyone else. There is no merit in martyrdom at work if, in the

Tixylix now soothes night-time coughs from here

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Heavyweight Tixylix advertising returns this winter so your Intercare representative will be calling with a new counter prescribing fact sheet, campaign details and special winter bonuses. Now that the age range has been expanded you can confidently include children from 1-10 years old in your recommendation. Tixylix is a pharmacy only product.

Tixylix. No. 1 for a growing range of children

COUNTER PRESCRIBING FACT SHEET PRESENTATION: Tixylix is a blackcurrant flavoured cough linctus developed specifically for children. Each bottle contains 100ml linctus, and is supplied with a measuring cup. **COMPOSITION:** Each 5ml linctus contains Promethazine hydrochloride B.P. 1.5mg. Pholcodine B.P. 1.5mg. Contains the equivalent of ethanol B.P. 3.8% v/v, Preservatives E211, E221 and E223, Sugar 67.8% w/v. **USES:** Tixylix provides symptomatic relief of coughs and colds in children. It is particularly beneficial for night coughs. **PRINCIPAL ACTION:** Tixylix contains both an antihistamine (Promethazine hydrochloride) and a cough suppressant (Pholcodine). Promethazine hydrochloride is a phenothiazine derivative. It has a prolonged antihistamine action. It is usually taken at night as it also has a pronounced sedative effect. Promethazine hydrochloride also has marked local anaesthetic properties. Pholcodine is a cough suppressant with mild sedative but little analgesic action. It can relieve local irritation of the respiratory tract for about 4 to 5 hours. Pholcodine is indicated for the relief of unproductive cough. **RECOMMENDED DOSAGE:** Using the measuring cup provided, the following doses are to be given 2 to 3 times a day. Children 1-2 years: 2.5ml, 3-5 years : 5ml, 6-10 years : 5ml to 10ml. **CONTRA-INDICATIONS, WARNINGS ON PACK** a) As with other products containing antihistamines Tixylix carries the following statutory warnings:- 'May cause drowsiness. If affected do not drive or operate machinery. Avoid alcoholic drink.' b) Parents are advised to consult their pharmacist or doctor if their child is taking other medicines. c) There is a warning against exceeding the stated dose. **PHARMACEUTICAL PRECAUTIONS:** Tixylix should be protected from light and stored at a temperature below 25°C. **LEGAL CATEGORY:** Pharmacy medicine [P] **PRODUCT LICENCE NUMBER:** PL 0255/0026

INTERCARE

Building brands for you and your customers.

process, the rest of the workforce is infected and rendered unfit.

The discomfort and aches and pains may be effectively treated with aspirin or paracetamol, remembering the dangers of aspirin for those taking anticoagulants or who have gastrointestinal disorders (and not forgetting that aspirin should not be given to children).

There is little advantage in choosing the most highly priced formulation. The drug only works after it has been absorbed, other considerations are secondary.

Fever and high temperature can be controlled again with aspirin and paracetamol. Inflammation in joints producing localised discomfort will need an anti-inflammatory agent. Here ibuprofen comes into its own.

Antihistamines are useful for drying up head colds. The older generation — chlorpheniramine, brompheniramine — are more likely to cause drowsiness. The newer ones like terfenadine and astemizole are claimed not to have these undesirable side-effects. Antihistamines are contraindicated in glaucoma, so take care when a customer admits to using eye drops.

Decongestants like ephedrine and pseudoephedrine can also be used, however they are intended for short term use only. If used for more than a few days, they can cause rebound congestion on stopping. These products should not be used by people with high blood pressure as they themselves can cause blood pressure to rise.

Associated problems

Earache may be the result of an infection of the middle ear, a mucus plug blocking the Eustachian tube — which equalises the pressure on either side of the eardrum — or wax. The safest course of action is to refer to the pharmacist.

Nausea and vomiting may be caused by swallowed mucus or even the medication being taken. Symptomatic relief is indicated.

Gastritis is inflammation of the stomach lining and, as in the case of nausea and vomiting described above, could easily be medication-linked. Soothing antacids help, but do remember that many antacids inactivate certain antibiotics. An excess of magnesium-containing antacids will produce profuse diarrhoea.

Skincare may not seem to have any connection with the choice of a cough or cold preparation. But think how many patients suffer from a crop of cold sores whenever they are low or catch an infection. Think also of the acutely sensitive nose of a patient with a streaming head cold.

The role of the trained counter assistant is that of an informed facilitator. With her aid, the patient will be given access to the best potent medicine available. Importantly both the obvious and the hidden complications of the condition described will have been considered prior to the recommendation of a specific product.

You might like now to make a list of the products from your ranges that are suitable for particular coughs and colds. Try to match up the ingredients with their uses.

Cold remedies are featured in this month's OTC medicines listing, beginning on p27 of this issue. Cough remedies will be featured in next month's issue.

Natural Growth

The natural remedies market is growing fast and demand for Olbas Oil and Pastilles is growing fastest of all.

More and more people are turning to the major brand Olbas for rapid relief from catarrh, nasal congestion and sinus trouble.

And more and more people are going to see our striking advertising campaign in magazines and national press.

And the more you stock, display and recommend Olbas Oil and Pastilles the more your sales will grow. Naturally.

Lanes — Leaders in natural health care.

A natural way to boost your throat lozenge sales.

There's a definite trend towards natural products, especially foods and drinks containing wholesome ingredients. That's why new Pulmoll Herbal throat lozenges are certain to generate healthy sales.

Here's our recipe for success.

Ingredients

1. New Pulmoll throat lozenges are made from herbal extracts and other natural ingredients. Four delicious varieties in varying strengths to suit every taste:

* Mild Honey & Aniseed
* Strong Liquorice, Honey & Menthol
* Extra Strong Eucalyptus, Herb & Menthol
* Sugar-Free Liquorice, Aniseed & Menthol.

2. Soothing and refreshing to ease dry throats and freshen breath.
3. Distinctive convenient tin dispensers.
4. Small easy-to-eat lozenges.

Method

We're supporting Pulmoll with free sampling in chemists nationwide plus a heavyweight PR campaign, direct mail and 10p off coupons.

Serving Suggestions

Order ample stocks of all four Pulmoll flavours, and display in the eye-catching designed merchandising unit, which incorporates a "free sample" dispenser. Pulmoll lozenges were successfully test-marketed in Scotland. Place your Pulmoll order now by phoning the number below.

And give your throat lozenge sales a natural tonic.

For more details please contact Spring Jenks Brokerage on

0494-33456

Recommending for sore throats

"I've got a sore throat. What can you recommend." How many times do you hear that during the Winter months? But are all the lozenges and mouth sprays the same? *Over the Counter* explains this painful subject

Among the ranges of over the counter medicines there are those which cure and those that merely offer symptomatic relief, easing the condition until the underlying problem goes away or is sorted out by the body's own defences. Athlete's foot creams, sprays and powders might be one example of a cure since they kill the fungus causing the redness and cracking. But like colds, sore throats for the most part present opportunities only for symptomatic relief.

Most sore throats are caused by viruses for which there is no cure, but pharmacies have plenty to offer to make sufferers more comfortable for their duration; most sore throats last for between three and seven days.

The main symptoms are a raw feeling, pain on swallowing and sometimes hoarseness. Sore throats are often associated with a cold; if not further questioning will help find out if you need to ask your pharmacist for help. Remember the 2-WHAM questions (see p6).

Answers that should make you cautious are hoarseness lasting two or three weeks, with difficulty in swallowing. This suggests more than simple laryngitis (inflammation of the vocal cords) which usually disappears after a few days.

Always asking who a medicine is for should lead you to further questions on how long the sufferer has had the problem, its severity and any associated symptoms. In a child a raised temperature and a persistent sore throat are pointers to a bacterial infection which will need to be treated by a GP. If a bacterial infection is confirmed, prompt treatment is necessary to prevent an ear infection caused by bacteria travelling up the Eustachian tube. Recurrent infections of the tonsils in the school child will eventually raise questions about surgical removal. Advise your pharmacist of any suspicions.

Always ask the customer if the person for whom the sore throat remedy is required is taking any other medicines. Some inhalers can create the right conditions for infections or loss of voice; other drugs may have potentially dangerous side-effects in which sore throat is the first symptom. Refer these customers to your pharmacist for advice.

If you have excluded probable bacterial infection (raised temperature, several days duration, sufferer a child) and you have decided the sore throat is a simple, cold-related example, then you can think about over the counter solutions.

Customer preference

Recommend pastilles, lozenges, mouthwashes, sprays, or ordinary painkillers depending on your customers preference. Pastilles chiefly soothe the throat by stimulating the production of saliva which helps keep the inflamed surface moist. Particular flavour preferences are well catered for by the ranges produced by manufacturers.

Boiled sweets may be considered to be suitable for this purpose, but their sugar content is not to be recommended, because of its potential for causing tooth decay. Indeed one hazard of lozenges and pastilles is that people tend to like the taste and eat them like sweets, so always draw attention to any recommended daily maximum dosages, printed on the packs.

Some sore throat remedies contain antibacterial and antifungal agents like domiphen bromide, cetalkonium chloride, dequalinium chloride, cetylpyridinium chloride, amylmetacresol and phenol. Whether this contributes to their effects is not clear. Others contain anaesthetic agents like benzocaine which numb the tongue and throat. This can be useful, but can make swallowing difficult in children and the elderly because of the loss of sensation.

Mouthwashes or sprays usually contain antibacterial agents which make them useful where a sore throat is bacterial in origin. Anti-inflammatory mouthwashes and sprays, containing benzydamine, will reduce pain and inflammation. Sprays can generally be used in children over six, but the technique for the proper use of a mouthwash is usually beyond children until they reach their teenage years.

Lastly, don't forget ordinary painkillers as an answer to sore throats. Paracetamol can be used by both adults and children; aspirin may be more effective, particularly if used as a gargle, but should only be recommended for adults. Ibuprofen is a useful alternative. Generally, though, for sore throats a local approach will give better results.

Sore throat remedies will be featured in the final instalment of our guide to OTC medicines in next month's Over the Counter.

Q&A

The National Pharmaceutical Association's "Ask your pharmacist" series of Questions and Answers is syndicated to newspapers up and down the country on a monthly basis. Each issue of *Over the Counter* features the next month's "Q&A"s

I'm dreading the onset of Winter — as soon as the cold weather begins I start suffering from cold feet and chilblains. Any advice on how I can avoid the problem this year?

Chilblains are thought to be caused by dampness, exposure to draughts or poor circulation. Symptoms are redness, tingling, itching and inflammation and swelling. If you have a tendency to develop chilblains, you can often avoid them by taking the following precautions: in cold weather, avoid heating your feet up too quickly in front of a fire, or resting them on a hot water bottle. Wear long woolly socks, leg warmers or boots to make sure footwear is not too tight. Regular foot exercises and alternate bathing in warm and cold water will help stimulate circulation. If you are unfortunate enough to develop chilblains, ask your pharmacist about how to treat them

I'm confused. The label on my medicine says "take with meals" — does this mean before or after a meal?

In most cases when the label reads "take with meals" it is best to take the medicine immediately after eating a meal. If you do not understand the label, or don't know how to take your medicines, remember always ask your pharmacist for advice.

I have recently had a mastectomy. What deodorant would it be advisable for me to use now?

If you are having follow-up radiotherapy, your radiologist should have explained to you that you will not be able to use any deodorant during the treatment. Otherwise, it is suggested that you use a non-allergenic and non-perfumed deodorant. Apply the deodorant to a small area of your armpit for a few days to make sure you are not getting a reaction to it. Your pharmacist will be able to recommend a suitable product.

Don't *forget* **Tunes** *and* **LOCKETS** *have over 50% of the medicated sweet market.**

Catch *maximum sales. Stock up on all six top selling varieties now.*

A *total advertising spend of £3.8 million will back both brands this year.***

Cold *symptoms go national this Autumn. So do the T.V. campaigns.*

This *is when you'll really see the brand leaders move.*

Winter *won't be a cold time for profits.*

* Source NMRA. CCCA ** MEAL Equivalent

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AN ERNEST JACKSON SPECIAL PROMOTION

Ernest Jackson

The complete guide to throat ease this Winter

Summer 1990 will go on record as being one of, if not the hottest since records began. However, such is the unpredictable nature of the British climate, it is possible the first Winter of the decade will be a real horror.

Whatever the weather though, coughs, colds and sore throats can strike at any time, especially if we are to be confronted by another typically British Winter — rain, sleet, snow and freezing cold winds.

So who will the long suffering British people turn to for advice on how to best fight sore throats, coughs, colds, catarrh and other flu symptoms? Of course, they will turn to pharmacists who then must provide effective products for the consumer.

Since 1817, Ernest Jackson have been caring for the health of the British public, and they are now the biggest manufacturer of medicated pastilles in the UK.

From their Crediton base in deepest Devon, Ernest Jackson's 150 employees help to manufacture over one million pastilles a day for worldwide distribution to sufferers of sore throats, coughs and colds.

The manufacturing plant has undergone a great deal of investment and modernisation in recent years and now boasts some of the very latest technology, enabling Jacksons to keep abreast of increasing demand and new market opportunities.

With an established reputation for quality, efficiency and taste, the Ernest Jackson product range is acknowledged widely as the best there is, and this is further endorsed by the success of the Contract Manufacturing Division, which manufacture for many major pharmaceutical companies.

That's a relief

Pharmacists and pharmacy assistants will constantly be asked by people of all ages for advice on what they need to relieve their sore throats. They will find that one of the more pleasant and effective ways to placate a sore throat is with Throaties medicated pastilles.

The added advantage of pastilles is the quick release of the active ingredients for faster relief. No wonder then that Jacksons promote Throaties with the line "One chew, medication bursts through". Because they are pastilles, Throaties are "easy on the mouth" and help to soothe sore throats in a pleasant, tasty way that many people prefer to lozenges.

Available in a total of five delicious flavours, Throaties have enjoyed an unrivalled reputation for excellence in the minds — and throats — of the British public for a number of years. And now there is an even stronger version for really sore throats — Throaties Extra.

Extra strong pastilles for extra relief, Throaties Extra are a powerful blend of stronger active ingredients that quickly get right to the heart of the problem, not only giving extra effective relief to sore throats, but also relieving the symptoms of bronchial catarrh, coughs and colds.

In modern, distinctive packaging, Throaties and Throaties Extra are certain to

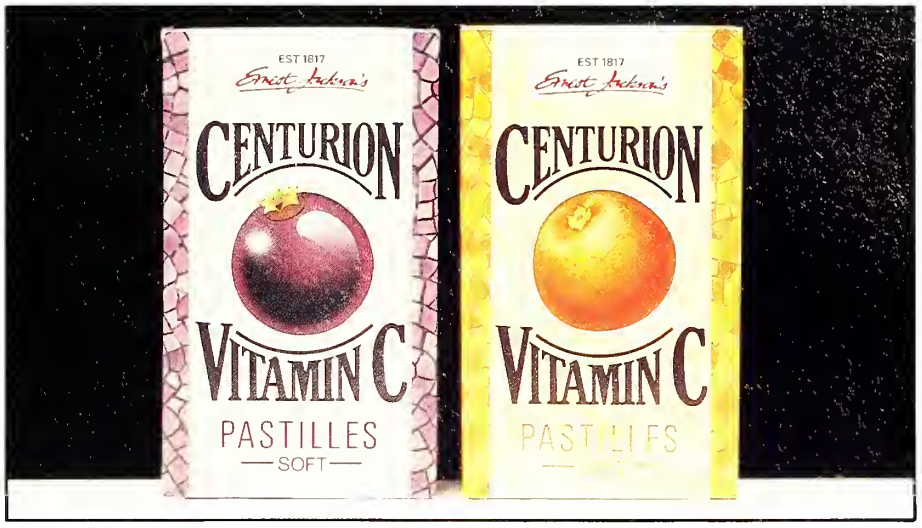
The full Throaties range includes cartons (4 flavours) and sachet (5 flavours) as shown above, and Throaties Extra (top)

catch the eye, and with a nationwide advertising campaign on TV-am in the New Year, there is every chance that they will be the first thing that springs to mind when people have a sore throat.

For specific Winter ailments, Jacksons also have a comprehensive range of medicated pastilles in their portfolio.

The ten-strong Medicated Range includes well known names and proven products. Gee's Linctus Pastilles and Pholcodine Cough Pastilles will both work quickly and effectively on an irritating cough. The Children's Cough Pastilles will calm the persistent tickle that affects so many children, while Night Cough Pastilles should soothe that dry, frustrating tickle that wakes many people in the small hours.

The Medicated Range also includes Bronchial Catarrh Pastilles, Catarrh Pastilles, Indigestion Lozenges and Antiseptic Throat Lozenges, all carefully formulated to meet specific ailments.



Centurion Vitamin C Pastilles in Blackcurrant and Orange flavours

A total of 10 products make up Jackson's Medicated Range

As people are recovering from a cough or sore throat, there is often the need to overcome the dry mouth that results. Many customers will also just be looking for a tasty something to refresh their mouths. In both cases, the Jacksons Traditional Range of pastilles offers the perfect solution. The range features a delicious selection of popular flavours such as Blackcurrant & Glycerine, Lemon Glycerine & Honey, Natural Oil of Lemon, Pine & Eucalyptus and Orange & Glycerine.

Probably the best way to display the complete Jacksons range of pastilles is in the special "Pop in a Pastille" tower dispenser. Space conscious and easily refillable, the eyecatching tower dispenser is the ideal way to present the complete Jacksons medicated pastilles range, and is available fully stocked. So when assistants are asked, it is easy to turn to Ernest Jackson, and tell customers to "Pop in a Pastille".

Zensational news

As Ernest Jackson are the biggest manufacturer of medicated pastilles in the country, it is a little ironic that their major new product this Winter is a lozenge: Zensyls.

Zensyls are powerful antiseptic throat lozenges with a delicious lime flavour. Jacksons claim that the special antiseptic formulation will help kill germs that cause sore throats and confidently believe that Zensyls will very quickly become a leading force in the semi-ethical sector of the sore throat market.

Their confidence is based on extensive consumer research that was conducted throughout the development of Zensyls, which indicated a very positive response to the product for its efficacy and its flavour, the packaging, and the very competitive retail price of £1.19.

Zensyls will be positioned as "Antiseptic throat therapy in a lozenge" in a major national Press advertising campaign that will run from November 1990 to March 1991.

'The Pop In a Pastille' stand

'Vitamin C for yourself'

Part of the fight to keep Winter's ailments at bay is a regular intake of vitamin C for all the family. There is no tastier way of ensuring that the whole family gets its full intake of vitamin c than Centurion Orange or Blackcurrant Vitamin C pastilles. One pastille a day gives an adult all the vitamin C that is needed. There will be no problems getting the kids to take their vitamins either, because of the delicious flavours.

And that's not all

As you have seen, Ernest Jackson offer a whole range of effective and tasty remedies for a wide variety of Winter ailments. But, that is not all they do...

Most pharmacies carry a fairly wide range of confectionery and it is quite possible that much of it is supplied by Ernest Jackson.

For example, a very popular line in chemists is diabetic chocolate, and Ernest Jackson now produce the best selling pharmacy brand, Special Recipe. The extensive range of chocolate and pastilles are all totally suitable for diabetics, and because Special Recipe chocolate contains fewer calories than ordinary chocolate, it is proving to be a popular choice with the health conscious too.

Years of supplying the pharmacy trade has helped Jacksons to understand their needs, and this year sees the launch of a new range, Classic Lozenges, that have been especially developed for pharmacies. In three delicious flavours, the blister packed lozenges will warm, soothe and relieve.

And talking of "classics", Imps is a name that has been on peoples lips for over 60 years now. The popular little liquorice and menthol flavoured Imps have a reputation that is famous around the world, while Jackson's Devon Violet and Devon Floral Cachous also enjoy a reputation that is the envy of many.

The range that Ernest Jackson and Co Ltd can offer the pharmacist is vast, covering Proctors Pinelyptus Pastilles for a husky voice, Gastrils Indigestion and Heartburn Pastilles and the many products already featured. Jacksons is a name that both the pharmacist and the public can turn to, whatever the weather, and trust every time.

For further information about the full Ernest Jackson range, write to Lee Walker, Ernest Jackson & Co Ltd, 29 High Street, Crediton, Devon EX17 3AP. Tel: 03632 2251.

1st COSMETICS

Choosing first make-up is like learning to drive — if you pick up bad habits initially, it can take years to get rid of them. We take a look at ranges and shades for your younger customers and offer some tips on recommending cosmetics to first time users.

We can all remember our first experience with make-up, sitting in front of the dressing table mirror with mum's blues and greens trying desperately to look grown up! Some of us might have succeeded, but most of us will have created faces fit only for the circus.

Some girls take to applying make-up like ducks to water, others need a little help. Swot up on our basic make-up and skincare routines and you'll be able to offer them all the advice they need for their first encounter with colour.

First the basics

First things first — most young girls start experimenting with cosmetics at a time when they are prone to problem skin, or worst of all, pimples! Therefore it's important that they take care of their skin and learn how to remove all traces of make-up at the end of the day. Even girls lucky enough to have perfect skin need to be shown a basic skin drill — learning how to apply make-up goes hand in hand with learning basic skincare and the earlier good skincare takes place, the better!

This is where you come in — you should be able to show your customers how to care for their complexions and how to apply make-up shades to suit their colouring. Remember young customers are on a budget, so wise-up to some of the less expensive ranges so that you can offer young shoppers a well informed choice.

Face drill

We've designed a basic face drill aimed specifically at young girls just starting to experiment with make-up. It's quick but thorough and will give you some guidelines when confronted with these eager consumers. There are three basic steps to this drill and it has been designed to fit into any busy young lifestyle:

Step one: The corner stone of any routine is cleansing — getting the face deep-down clean without stripping it of essential oils. Determine your customer's skin type before recommending a cleanser. Ideal products for young customers on a budget include Anne French deep cleansing milk; the Nivea facials cleanser; Timotei deep cleansing lotion or for slightly oilier skins, the facial wash.

Customers with slightly sensitive skin should be steered towards perfume and allergy free ranges such as Simple or Pure & Simple. For problem skins, Clearasil medicated milk is a good option.

Cleanser should be applied with cotton wool in upward, circular movements from the neck to the forehead.

For customers who prefer to cleanse with soap and water, recommend some of the medicated soap bars on your shelves such as the Albion medicated soap. Alternatively facial washes like Biactol or Cepton are also a good bet — but they *must* be rinsed off properly to avoid drying the skin.

Step two: Toning is important to remove any last traces of cleanser. Not only will it refresh the face, but it will also get rid of any last traces of grease. Try recommending some of the oil free formulations for problem skin, otherwise match up toners with cleansers to suit skin types. Toner should also be applied with cotton wool pads in sweeping, upward movements, but remember, *gently* does it!

Step three: Moisturising is the last, but by no means the least, step. When recommending a moisturiser, remember that skins vary widely. As teenage skins tend to be slightly oily, try recommending some of the oil-free formulations such as Pure & Simple oil free moisturiser. The emphasis for young skin should be on light moisturisers — anything too heavy will clog the pores and cause a nasty attack of the

Continued on p16

greasies! Moisturiser should be applied twice a day, morning and night; starting young means you'll reap the rewards in later life. Just enough moisturiser to do the job should be applied, excess will only pool on the skin surface.

Back to base

Now it's time to look at cosmetics. The emphasis for first make-up should be light, subtle and natural looking. Young, fresh complexions don't need a lot of colour and routines should be kept simple. The look for the 90s is back to nature and so most cosmetic shades lining your shelves will be soft, gentle and perfectly suited to young skins.

Face facts

It's inevitable that teenagers will want to try out foundation but basically, in early years it should not be necessary. However, if they insist, steer them towards the lighter varieties such as Max Factor's sheer genius or their invisible foundation. For oily complexions, look to oil free formulations. We also like Maxi's no shine make-up.

Choosing a foundation shade can be tricky, but our basic guide (right), should help. The process can take some time, but it's important to get it right at this early stage. Stress the importance of blending foundation correctly and, if possible, applying it with a damp sponge. It takes practice to get it right, but it does help to dot the foundation all over the face, and use downward and outward strokes. If concealer is used, it should be applied before the foundation and patted to blend — rubbing will simply remove it. Rimmel's hide the blemish stick is a good one to recommend.

However, we much prefer the tinted moisturisers on the market at the moment. They can give a hint of a glow without being too obvious, and they treat the skin at the same time!

Make 'em blush

Blusher colours at the moment are gentle, creating natural looking glowing cheeks. We like Rimmel's cheek colour collection in pink and copper or bronze and tawny. Blusher should be applied along the cheekbone starting right under the outer edge of the iris and feathering into the hairline at the top of the ear. It should not cover the top of the cheekbone or go below the cheek hollow.

Eyeing up the colour

Persuade first time make-up users to put the emphasis on their eyes and to experiment with various shades until they get the colours that suit them best. Remember, subtlety is the key here — no black eyes or circus colours! It's probably wise to recommend palettes of colours so that teenagers can experiment. We like the Sensiq shadow silk trios or the Maxi eye shadow quartette.

Obviously, help young customers to choose eye shades to suit their own eye colours, but encourage them to mix and match — it's all about experimenting. Eye liner and mascara are a must, but it is important to show first time users the importance of applying them gently — the eye area is very delicate and should be treated accordingly!

It is usually best to apply more than one colour to the eye area — shading the outer half of the upper and lower lids will help to open the eyes especially if a paler shade is applied to the inner lid. Remind customers that their eyes don't stop at the lids, shading the brow or orbital bone is important too.

Chances are however, that first time users will simply favour a mascara and an eye liner — try to persuade them to stick with this — it is far more flattering and natural looking on a young face. Eye liner should always be smudged to soften the effect and should be applied working from the outside in to avoid dragging young skin. Mascara should be applied evenly to the upper and lower lashes — there are so many shades to choose from nowadays, so they can often be matched with eyeliner shades. Colourless mascara is a further option for a natural look.

Foundation test

1 Select two or three shades that are in the right colour range for the customer. These can usually be identified by looking at skin tone — olive skins need cool, neutral shades; pink skins suit pinkish beiges; ruddy complexions or freckles suit warm peaches, and creamy, light complexions look best in porcelain or ivory.
2 To a clean skin, apply three thin stripes of each foundation along the jaw line.
3 Wait for a minute and observe the foundation as it dries checking it in natural light. The wrong shade will "sit" on the face leaving an obvious stripe. The right colour will blend into the skin with the edges almost disappearing. If none of these shades is right, repeat the process.
4 Now remove the stripes and apply the "correct" colour to the jaw line — it should be imperceptible.
5 The final test is to apply the foundation to the entire face. If after an hour it still looks great, then the right choice has been made. If it turns chalky, the shade is too light, if it turns orange, it's too dark, or too oily.

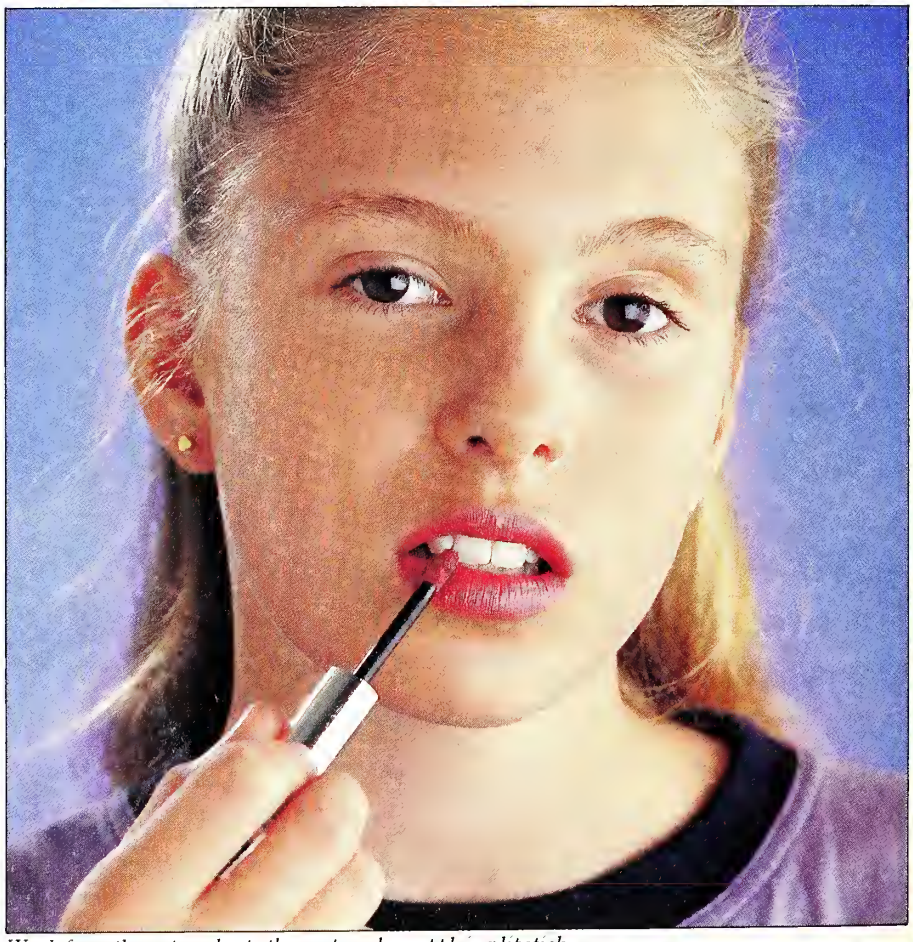
Getting lippy

Choosing lip shades can be great fun! Like blusher, the right lipstick should complement the skin tone. Tester units are great news here, as customers can mix and match to their heart's content. Try to steer young users away from very bright colours, softer, warmer shades are far more flattering. Salmons, pinks, peaches and even some of the clear or tinted lip glosses are all a good bet.

Many young users also favour lip protectors to keep lips healthy and slightly glossy. Remember again that these consumers are working on a budget, so stick to affordable ranges. We like Bourjois' colorissimo or the Leichner range of colours.

The secret when applying lipstick is to keep lips relaxed and to work from the outer edge to the centre of the lips.

Remember, the secret with first make-up is to go gently, to favour subtle, warm shades and to aim for natural, understated look, perfectly in tune with the natural '90s. Make sure that your advice to first time users is not too complicated — wearing make-up should be fun and as girls turn to cosmetics earlier than ever these days, its important that they get good, sound advice from the outset. Now it's over to you!



Work from the outer edge to the centre when applying lipstick

Win a Sony Walkman with Alberto One Step

The arrival of the combined shampoo and conditioner appeared to be the unique solution to all our haircare problems in today's hectic life. However, research has shown that although the convenience of the products are a real benefit, some consumer concern emerged about the conditioning performance of those available. To meet this need Alberto formulated a new, high performance, two in one product with different levels of conditioners to suit everyone's conditioning needs in one step.

Alberto One Step offers three levels of conditioning: Level One — Light — for frequent use, providing sufficient conditioning how ever often you wash your hair; Level Two — Super, Extra Body formula — has more conditioner to give volume to fine hair and boost dull, lifeless hair, giving maximum volume and manageability; Level Three — Deep Dry/Treated formula — has deep conditioning for dry hair caused by the rigours of chemical treatments, or for damaged hair to restore shine and lustre.

Three Level success

The three One Step levels are rich and creamy with a fresh fragrance and are strikingly packaged in distinctive blue/aqua bottles with flip top lids. One Step's conditioning action allows easy combing after use, leaving the hair clean, fresh and *properly* conditioned.

Alberto are supporting this major launch with a £5.1m television advertising campaign, consumer trial in 5 million homes and an intensive PR and promotion programme.

To coincide with the launch of One Step Alberto offer you the chance to win a fabulous two-in-one prize to enjoy while you're on the move or just relaxing. There are ten Sony Walkman Sports to be won in their One Step competition. The Sony Walkman Sports has a digital radio and cassette in one, so you'll be one step ahead in style. Every entrant gets a free One Step sample to try.

The Competition — three girls, three levels, One Step

To win a Sony Walkman Sports, just decide which One Step level each of the following girls uses to stay one step ahead in the haircare stakes.

Sue travels all over the world as an air stewardess and her tight schedule means she always has to be ready and looking smart to welcome her passengers aboard. Long flights and pressurised aircraft conditions however, can take their toll on Sue's fine hair, causing it to droop and become dull. With her One Step in her hand baggage on every trip she can wash and condition her hair back to life without delay, leaving it beautifully conditioned, full of body and ready for take-off!

Fiona's life as an advertising executive is hectic and means frequent early morning meetings in the city for which she has to be punctual and immaculately groomed. One Step cares for her hair quickly and efficiently in those rushed mornings without fuss, and again after a lunchtime swim or a game of squash, so she returns to her clients on time and without a hair out of place — thanks to One Step.

As a professional hair stylist, **Linda** is of course a walking advertisement for her clients. Masses of newly permed bubbly curls with lots of blonde highlights match her bright personality, but she knows only too well how her treated hair needs special care to keep it looking its best. One Step cleanses and conditions Linda's hair fast and beautifully so she's never late for her first appointment at a salon, or for that important dinner date!

Entry form

Sue uses Alberto One Step Level.....
Fiona uses Alberto One Step Level.....
Linda uses Alberto One Step Level.....
For conditioning performance I use One Step because (add no more than 15 words).....

.....

I would like to try new Alberto One Step.
Please send me:
Level 1☐ Level 2☐ Level 3☐

Name.....

Address (work).....

.....

.....

Send your entry to One Step Competition, PO Box 6, Hampton, Middlesex TW12 2HE.

Rules
1. The judges decision is final. 2. Closing date for the competition is November 30. 3. Winners will be notified by December 31. 4. Employees of Alberto Culver, Benn Retail Publications Ltd and their families are not eligible to enter.

WINDOW DISPLAY

Christmas — and after

In the first of a new, occasional series on seasonal display themes, Beverly Fuller provides a few ideas to make your windows stand out and attract customers during the biggest shopping season of all

There is no doubt that Christmas represents the most important display opportunity of the year. The current economic climate makes it even more vital to make your window the most exciting it can possibly be.

Many stores and pharmacies depend on Christmas for a major proportion of the year's profits. Shoppers are out in force with money to spend, searching for gifts. The best stimulus for Christmas business is a strong Christmas atmosphere.

Promoting the festive season usually means a large investment in decorations for creating attractivity. Directing customers' gaze to your shop needs visual fascination from your window — then on to the welcoming entrance — and all over the sales area.

Your window displays must be attractive, inviting, promising, animated — constantly signalling gift ideas to passing buyers. Here's a real chance to "pull out all the stops" and create a truly impressive window display to help your pharmacy win its share of Christmas business and outshine your competitors.

Creating something special

So how do you make your shop stand out from the rest? How do you create something really special? Some people think it trendy and up-market to design a display which has no connection at all with the Christmas season. This is not the way to beat the competition. Your aim is to attract lots of customers inside your shop, so stay with the festive theme to get your customers into gift-buying mode.

Your Christmas presentation can include almost any type of merchandise from perfumes, cosmetics, luxury bath products and soaps to slimming, travel goods, medicines, photographic and electrical items and a whole variety of gift suggestions.

Sticking to the tried and tested Christmas and festive themes does not mean that your window has to be conventional and boring. Add your own personal originality to Santa Claus, his reindeer, Santa's workshop, some flying angels, the three Kings, the manger, carol singers, skating, a snow scene, pantomime and party time.

Displays photographed in The Sloane Pharmacy

Here are a few detailed examples you might like to consider:

- Make a party theme with streamers, masks, balloons, clowns, plus a bottle of "bubbly" and glasses.
- Produce a Dickensian theme with cutouts of old houses and lighted windows. Divide your shop window into sections about 12" square by using black tape and spray snow in the corners.
- Try something different with colour by having your trees and decorations, tinsel, ribbons, baubles and garlands all in pastel shades of pink or blue.
- Create a Victorian atmosphere with gift boxes and hat box shapes wrapped in Christmas paper and ribbons in cream, pink and burgundy, while for the Christmas tree add bottle-green and gold decorations.
- Try a banquet theme, with plastic fruit sprayed gold, with strings of beads, cherubs and gold curtains.
- Christmas grottos are always popular. Add pine trees, Father Christmas, reindeer, toys and lots of white snow.
- For a more sophisticated look, choose a Gothic theme with an imitation stained glass window as a background. Use tall red candles on stands with some artificial cobwebs, plus giant cones, baubles and tinsel in black, silver and white.
- Fairies and stars can produce a fantasy effect with white sprayed tree logs and branches. Cover the floor and walls with iridescent material.
- An all white theme can be very unusual, with everything including trees, logs, icicles, snow, baubles, tinsel and garlands in white. Add a couple of polar bears for good measure.

Props

What a huge variety of props you have at your disposal to add line and focus the eye. Holly, trees, fir cones, soft toys, winter flowers, ribbons, tinsel, stars, bells, baubles and garlands. Make them from plastic, wood, fabrics and paint. Use metallic finishes and have a go at some paper sculpture, or make festoons of snowflakes. Large cutout trees, fir, spruce or pine can be painted or covered. Cut out sacks, parcels, candle shapes, animals or cartoon characters.

Lighting

Lighting needs more than a passing thought. Remember to use low voltage, high output lighting for your overall illumination. When using "fairy lights" try to avoid multi-coloured lights which cheapen the display and distract from your merchandise. It is better to stick to a string of one colour throughout such as red, green or white. Shaped neon can be used for letters and holly motifs. Add some strobe light tubing to give animation to your window.

...and after Christmas?

After Christmas it's Sale time! Once the holiday is over it is essential not to leave your Christmas displays cluttering up the window. The New Year should start with a new display, planned before Christmas.

Sales are an integral part of the marketing strategy of many shops and stores. As soon as Christmas is over the public are ready to go bargain hunting. People are always motivated by the prospect of quality goods at reduced prices on which to spend their gift money.

The Sale message must be spelled out loud and clear, with professionally produced posters, signs and large prices. Keep the windows filled and have plenty of special offers. It's a good way of moving unsold Christmas stock. If the bargains are real, the window can quickly be stripped bare, so make sure it's not half empty on the first day. Have replacements ready before the shop opens so it is easy to keep the window filled.

Ensure your window is fresh and bright with new ideas all year round. In the battle for retail customers anything is fair game — but remember, your merchandise should always take pride of place.

Beverly Fuller runs her own display design business and is currently a part-time lecturer at Uxbridge College, Middlesex.

THE DENOREX SENSATION.

IT WORKS FOR HIM.

AND WORKS FOR HER.

New *Denorex* anti-dandruff shampoo is specially formulated to combine the proven effectiveness of coal tar with the cooling anti-pruritic effect of menthol. So as well as working to clear dandruff, it leaves the scalp feeling fresh and invigorated.

Denorex fills the gap between medical shampoos and more cosmetic brands by being both highly effective and pleasant to use. So it will work for all your customers.

National colour press advertising will be telling your customers about the sensational feel of *Denorex.* And since it is only available in pharmacies – it'll really work for you too.

*Trademark

DENOREX.* IT'LL WORK TWICE AS HARD FOR YOU.

Whitehall Laboratories, 11 Chenies Street, London WC1E 7ET. Tel: 071-636 8080.

WHITEH

Take three girls...

)ur winners are model assistants

Music, lights, the click of a camera and action... our model assistants are under the spotlight. Read on to find out how winners Jayne Round, Lorraine Thornley and Elizabeth Beaumont got on in our Canterbury studio...

ell, we did it! We finally chose three nners out of the heap of entries for our odel assistant competition. It wasn't an sy task. Thanks to all of you who made a emendous effort with your photographs. If u didn't win, don't give up. Next year it uld be you!

elanie Dalziel (centre) and Tony Lamb sort e entries watched by Max Factor's public lations manager Andrea Witty

It took an entire morning to sift through e piles of shots you sent to us. There were ntries from all over the country and photos nging from passport size snapshots to full ze portraits. Judges Melanie Dalziel, Max actor brand manager, and our art editor ony Lamb finally came up with the three inners: Jayne Round from Lloyds Chemist Wednesbury, West Midlands; Lorraine hornley from A. Butterworth Pharmacy, enton, Manchester and Elizabeth eaumont from Middleton Pharmacy, arrow-upon-Soar in Leicestershire.

All in the look

was a difficult decision and a lot of thought d discussion went into the choice. "It is ncouraging to see the amount of nthusiasm that this competition has enerated. Everyone has made a emendous effort with their photographs," id Melanie.

Several factors influenced the judges' noice — of paramount importance was the uality of the photographs: "Obviously we eeded to have a good, clear idea of the rls' features, some entrants were sadly let own because their shots were out of ocus," said Tony. Also important were ood, clear eyes, a good complexion and rong features. "We were not necessarily oking for conventional beauty, rather atures we could work with," said Tony.

'You must be joking'

'e decided to inform the winners by elephone as soon as we had made our ecisions and were faced with the same eaction from all of them — they couldn't elieve it! Jayne was so convinced someone as playing a practical joke on her, that she elephoned our office the following day to double check. "I just could not believe my luck and was so sure that one of my friends was pulling my leg," she told us.

Once the winners had been informed, plans were made for their big day. We arranged for the girls to travel down to Canterbury the night before the shoot so they had a good night's rest before the busy schedule ahead of them. On the morning of the shoot we picked them up from their hotel and took them to meet our photographer and make-up artist.

Beforehand

First things first. A "before" shot was taken of each of the girls. Then they were whisked off to the hairdressers for the first stage in their transformation. Our models were treated to a cut and blow dry at the Glemby hair salon in Nasons. The stylists set to work, taking into account the shape of the winners' faces, their hair type and the condition of their locks. The results were superb and at that stage it was obvious we were on line for some striking results at the end of the day.

After the hairdressers it was a mad dash back to the car through howling wind and rain with our models desperately hanging on to their crowning glories. Fortunately we made it back to the studio intact and in time for lunch. By this time our make-up artist Juliette was itching to get to work with her box of tricks! "I've got so many ideas and I can't wait to put them into action," she enthused.

Let's make-up

Not wishing to keep her waiting, we popped Elizabeth straight into the hot seat. She was followed by Jayne and then Lorraine. The results were startling. "It's amazing what a bit of make-up can do," said Lorraine!

Juliette adapted her palette to suit each of the models. A different colour scheme was used for each of them and we decided on a slightly sophisticated look using this season's shades. Colours were bold and clear, but at the same time warm and natural looking — totally in keeping with the natural '90s. "It's been great fun, all of these girls have wonderful faces to work on," said Juliette.

Once the "looks" were created, it was back in front of the camera for the "after" shots, and as the girls posed for Mike, our photographer, they really did look knock-out — totally different from the three girls that walked into the studio that morning.

But how did our models feel about their new looks? Elizabeth couldn't get over the amount of volume we'd created with her hair. "I love my make-up, too. It's subtle but distinctive and I'd feel comfortable walking around wearing it," she added.

Three model assistants in the hot seat

Jayne was speechless about her new look. "It just doesn't look like me at all. I get a shock each time I look in the mirror. I hope I can do my own make-up like this; I will certainly try," she said.

Finally, Lorraine: "I love my new look, I can't wait to see the photographs!"

And finally

We finally left the studio at five-o'clock after a hectic, but very rewarding day. We were delighted with the results and were even more delighted to find out that our winners felt "totally comfortable" with their looks — comfortable enough, in fact, to travel home with make-up intact! "I feel all set for a night out, it's such a shame we have to go home," were Lorraine's parting words.

All in all, the day was a tremendous success. Turn over to see Elizabeth's new look. And watch out next month for Jayne, and Lorraine in the New Year!

Elizabeth Beaumont

Our first model, Elizabeth Beaumont, is still at school studying for her A levels. She works in her aunt's pharmacy in Quorn two nights a week after school as well as on Saturdays. She sent off her photograph a day before the closing date after being hounded by her aunt, Mrs Lillian Middleton. "I kept putting it off and it was my aunt who finally forced me to get organised. I just didn't think I stood a chance," she said.

Elizabeth's classic good looks made her a very satisfying model to work with. Her blonde hair and slightly olive complexion meant that she was particularly suitable for this season's natural look.

When she arrived, Elizabeth had her blonde, naturally curly hair pulled back from her face and wasn't wearing any make-up at all except for a slick of lipstick.

All in the look

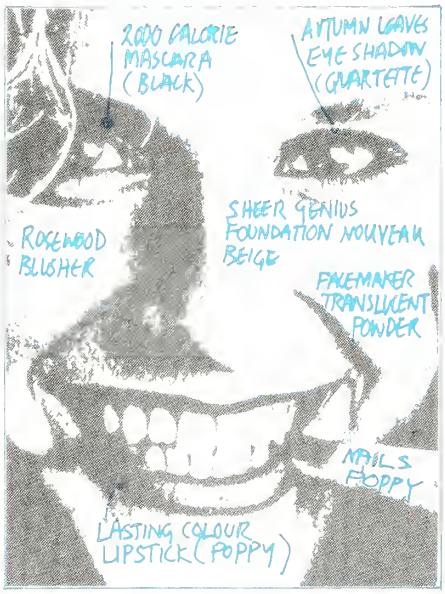
We decided to aim for a natural, earthy but slightly sophisticated look for Elizabeth, to match her out-going personality and varied lifestyle.

Her long hair was in pretty good shape and we only needed to trim off a few dry ends. It had a natural wave to it which we decided she wasn't making the most of. And so to work!

After conditioning and combing the hair through, the salon stylist gently layered Elizabeth's hair, following its existing long layers. Trimming off the ends gave a slightly blunter look and also got rid of the straggly ends that often occur with long hair.

Getting the scrunchies

With the help of a little moulding cream, the hair was dried upside down. The sheer length and weight of Elizabeth's hair means that only a certain amount of volume could be created. The emphasis here was certainly on soft, large curls. "I just wish I could get this amount of volume myself," said Elizabeth. We suggested she continue to use a moulding cream to create her own volume. We also advised her to invest in a diffuser for extra scrunch.



With long hair, condition is crucial so we showed Elizabeth the importance of a good conditioning regime to keep her curls in bouncing order.

Beauty naturally

Elizabeth's colouring made her a perfect choice for this Autumn's earthy shades. We favoured a palette put together by Max Factor, with an emphasis on warm, natural shades. Nouveau beige Sheer Genius foundation was used to warm her complexion and complement its golden hue. Her face was then dusted with a powder. We used Max Factor Face Maker in translucent.

Bright eyes

Elizabeth's blue/green eyes meant they were suitable for a number of eye colours. We opted for the Max Factor Autumn Leaves quartette, a collection of four warm, bright, autumnal colours. First of all, we covered the eye in a sandy highlighter. A shade of gold was then used on the lid to brighten Elizabeth's eyes. A moss green was taken into the socket and then continued under the eye lashes to open up the eyes. A touch of the same shade in the outside corner of the eyes gave them more depth. We then used a brown kohl pencil close to the top lashes for extra definition. Three coats of 2000 Calorie Mascara in Barely Black completed the eyes and lengthened and thickened the lashes.

Cheeky shades

We used a Rosewood shade of Max Factor blusher to give Elizabeth's cheeks a natural glow. The blusher was applied with a huge brush in sweeping strokes out to the temple. We were looking to create a gentle blush rather than strong cheek definition.

Lipsmacking shades

Elizabeth's full lips were ideal for a bright, vibrant colour. Although the look for her was natural but sophisticated, we were also keen to use strong colours. We chose Max Factor's Lasting Colour lipstick in Poppy — an orange red shade which completed her overall look and made the most of her mouth — one of her best features. The same shade of nail polish was used to match nails and lips.

Elizabeth's verdict on the overall look? "I love it, it's a total transformation and I'm delighted. I have picked up some very useful tips and I'm dying to experiment!"

Winners of Max Factor make-up kits

Our three winners, plus the 22 runners up listed below, win a make-up kit, generously donated by Max Factor

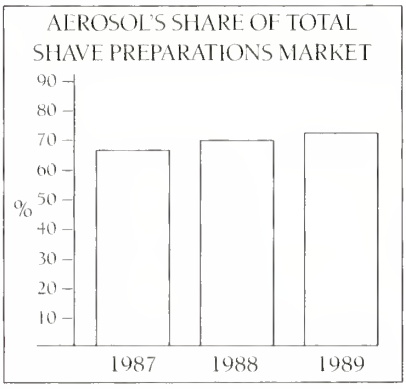
Runners-up

Helen Auckland C.D. Bayes, 81 North Road, Kirkburton, Huddersfield
Sarah Basey B New Chemist, 8 Station Street, Kibworth Beauchamp, Leicester
Vivienne Conlon Cranshaw Chemist, 24 Park Road, Bingley, West Yorkshire
Helen Cowdon Butterworth's Chemist, 677 Manchester Road, Denton, Manchester
Tracey Davis Briggs Chemist, 2 Station Lane, Featherstone, Wakefield
C J Dunstan Inns and Taylor, 115 Killigrew Street, Falmouth, Cornwall
Irene Eastwood Wigham Pharmacy, Main Street, Aviemore, Inverness-shire
Eileen Horner J V Primrose, 40 Rashee Road, Ballyclare, co Antrim, Northern Ireland
S Malik Land Chemist, 272 Stamford Hill, London N16
Marian May B S Birk MPS, 168 Windermere Avenue, Millbrook, Southampton
Diana Merrill Dodds Chemist, 130 Northgate Street, Chester
Lynne Pride Church Pharmacy, 99 Queens Road, Weybridge, Surrey
Sultana Qureshi Brook Pharmacy, 236 Queens Road, Halifax
Christine Redfern National Co-operative Chemists, 52 Rhasmaen Street, Llandeilo, Dyfed
Amanda Shaw P Williams Chemist, 35 Hospital Street, Nantwich, Cheshire
Francie Stratton Tony Stratton, 132 High Street, Ryde, Isle of Wight
Marian Taylor Co-op Chemist, 102 High Street, Arbroath
Jane Thomas Haltons Chemist, 11 The Common, Parbold, Nr Wigan, Lancashire
Maureen Thomas The Cross Pharmacy, 8 High Street, Inverkeithing, Fife
E Whittaker United Co-op Chemists, 17 Church Street, Poulton-le-Fylde, Lancashire
Nicola Williams NCC Penygraig, 59 Tylacelyn Road, Penygraig, Rhondda, Mid Glamorgan
Sharon Worsley Peter Hollyman, 16 Penlan Street, Pwllheli, Gwynedd

Art Direction: Tony Lamb Words: Carol Henderson Photography: Mike Blissett Make-up: Juliette Harris Hair: Glenbra at Nissons Consultant: Derek Kennett

PALMOLIVE SHAVE PREPARATIONS DOMINANT IN RESURGENT MARKET

The total shave preparation market is now worth £24.9 million, according to latest A.G.B. figures. A close study of the market shows it is experiencing definite shifts in product preference.



The current growth in aerosols is being fuelled by shave gel, the first significant new product format since foam was launched in the 1950s.

Research shows that men are loyal to the types of product they use when they first start shaving. Younger consumers are choosing shave gel. So while shave cream and stick products remain popular among older users eventually their place in the market will be taken by aerosol product users.

The shift in consumer preference has directly benefited Palmolive, who offer the only full products to suit all consumer needs.

According to Alastair Richards, Palmolive Business Sector Manager, Chemists and Drugstores: "In the Chemist Sector (excluding Boots) Palmolive aerosols have increased brand share from 7 to 17% since December 1988. For gel, Palmolive dominates with a 64% share of the market."

The 'gel revolution'

Why are young men choosing gels more than any other product type? Palmolive Gel's success can be attributed to two factors:

- Extra lubricants and emollients giving a significantly better shave
- A contemporary image reflected in both packaging and in the variants offered e.g. Sensitive as well as Regular.

Why stock Palmolive Gel?

Because it makes sound business sense, benefiting the retailer and the consumer:

- gel commands higher retail prices and hence provides higher cash margins e.g. Palmolive foam is 99 pence while gel is £1.49
- the higher r.s.p. combined with a faster use-up rate potentially trebles the sales value versus foam
- the consumer enjoys a better shave!

Importance of stocking a range of products

Each shave preparation product – whether aerosols, creams or sticks – is designed to appeal to a certain segment of the market. When deciding which products to stock a chemist must make a close examination of his customer base.

Research shows people of all ages and social background are customers of chemists. Each one expects the product best suited to his needs to be available. Therefore, the stocking of an entire range is necessary to maintain customer loyalty.

Alastair Richards commented: "A range policy to match the demographic profile of independent chemists is essential. By stocking Palmolive the chemist can offer gels for new/young shavers, foam for what is still the mass market and sticks/creams for the older more traditional user."

The Palmolive success story

Palmolive products are showing (especially in the Chemist sector) clear leadership against their competitors. Palmolive's product range is proving highly successful. Palmolive is the number 1 gel in the C&D sector, while Palmolive creams/sticks and Palmolive foam are number 1 and 2 respectively on a national scale.

Palmolive – appealing to the '90s man

Consumer research shows increased male concern for skin care. Not only do men account for 10% of all female skin products sold, they increasingly choose shaving variants for sensitive skin.

Since 1988, there has been a 400% increase in sales of Palmolive's sensitive variants.

Palmolive aerosols – taking the market forward

"This is where Palmolive's strength lies. When consumers purchase Palmolive shave products they expect ones which are pure, mild, caring and trustworthy. Our competitors are unable to match our heritage and as a result are out of tune with current consumer trends."

Alastair concluded: "Pharmacies will benefit from the changes in attitude. People choose chemists because they expect a level of service which includes advice, care and consideration – not dissimilar to the expectation of Palmolive."

TAKE ADVANTAGE OF THE PALMOLIVE SPECIAL OFFER

Palmolive has always shared its success by offering the chemist good margins and regular promotions.

To end 1990 Palmolive are offering price discounts on the entire shave preparation range through individual wholesalers.

The promotion lasts through November and December. Take advantage *now* while stocks last.

All references to market information are based on A.G.B. figures.

ON PROMOTION NOW

Palmolive
SHAVES

A Success with Every Generation

Palmolive Gel

- No. 1 brand in C&D sector [1]
- Contemporary packaging to attract younger users
- High cash margins
- Segment expected to double over next 2 years

Palmolive Foam

- No. 2 brand in largest market segment [1]

Palmolive Creams/Sticks

- No. 1 brand in segment [1]
- Must stock for older consumers

Take Advantage of the Palmolive Success Story...
...NOW

Price discounts on all Palmolive shave products at Unichem, SOT and Numark in November, and AAH in December.

F DISCOUNTS

(1) All figures based on A.G.B. research 6 m/e June 1990

Diary

The following courses are for pharmacy assistants

November			
6	**Coventry**	Self-medication/Headache/Cystitis	Sterling Health
6	**Ipswich**	Success in Selling	NPA
7	**Ipswich**	Merchandising	NPA
8	**Ipswich**	Advanced Selling	NPA
27	**Manchester**	Self-medication/Headache/Cystitis	Sterling Health

Organisers of courses for assistants can be featured in this column by sending details to *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

C&D/Ames course

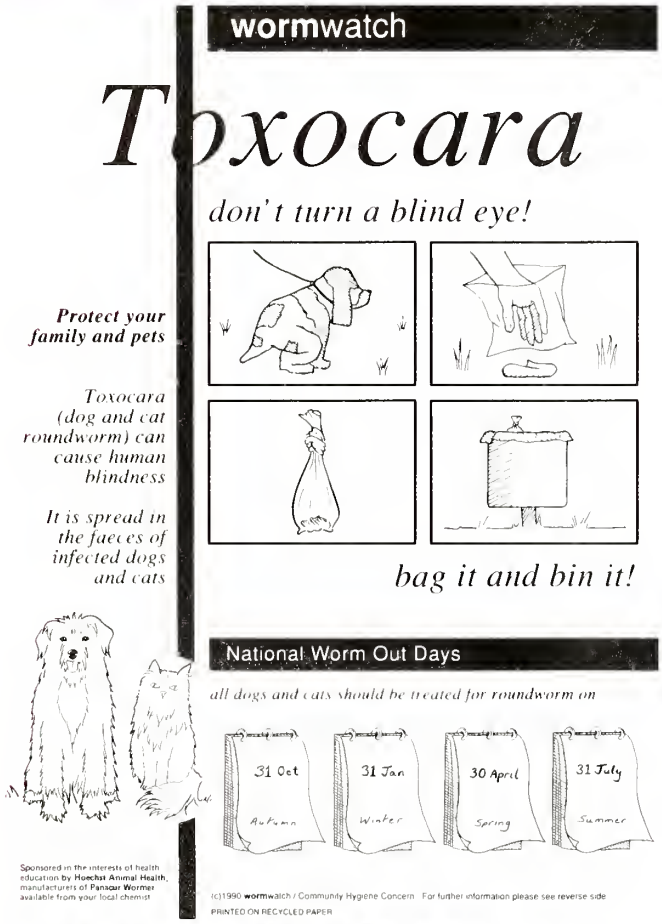
Further information on this seminar in the C&D *series can be obtained from the Editor,* Chemist & Druggist, *Benn Retail Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Tel: 0732 364422.*

NPA courses

Details and booking forms for all courses are available from the training department of the National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3NP. Tel: 0727 32161.

Sterling Health courses

Further information on the 1990 programme of the Sterling Health Educare Roadshow is available from Les A'Boe, operational manager, Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS. Tel: 0483 65599.



October 31: Hallowe'en? No, worm-out day!

Did you know that hundreds of new cases of human eye disease caused by *Toxocara* worms are diagnosed in the UK each year? The disease is called toxocariasis and people catch it by swallowing *Toxocara* eggs which hatch in the intestine and burrow through the body. One *Toxocara* larva in the eye can cause permanent blindness.

And where does *Toxocara* come from? From the faeces of infected cats and dogs — its other name is dog and cat roundworm.

Now Community Hygiene Concern are launching a major initiative on the basis that informed, responsible pet ownership could eradicate toxocariasis. A Wormwatch poster features easy ways to clear up after dogs and also advertises four national "worm out" days starting at Hallowe'en (October 31) which serve to remind dog and cat owners that they should give their pets precautionary treatment for roundworm every three months (the other worm cut days are January 31, April 30 and July 31).

Toddlers are considered to be especially at risk because they play on the ground and tend to put their fingers and playthings in their mouths, and a Wormwatch leaflet gives useful advice on the precautions parents of toddlers and pets can take to prevent transmission of the disease, including a description of a luxury clear up method — "bag it and bin it" — for dealing with dog faeces using disposable nappy sacks as "roomy mittens".

Community Hygiene Concern hope to get a copy of their poster onto the wall of every pre-school facility in the UK and are also hoping that pharmacies will find space to display it. Copies should be available through local environmental health departments or direct from Community Hygiene Concern, 32 Crane Avenue, Isleworth, Middlesex TW7 7JL. Other information packages include 10 Wormwatch leaflets for 50p (including P&P) and an 18-page Toxocara information pack for £5 non-members or £1.53 CHC members (payment with orders).

The charity is also launching an appeal for research funding into the protection of people and pets, to make prevention easier. People and Pets Against Toxoplasma (PPAT) hopes to raise £100,000 by Christmas to fund first stage investigations. The appeal is presided over by Gyles Brandreth. Donations should be addressed to him at the CHC address above.

Who needs a flu jab?

Yes, it's that time of year again. The flu vaccines are out and now's the time those most at risk should be getting this year's jab. An estimated 26,000 people died of flu in last year's epidemic; there's no guessing what the figure might have been without a vaccine programme.

One group who do make a guess each year, albeit an educated one, are the flu boffins at the World Health Organisation, who try to predict what strains of the flu virus are going to be causing problems in the coming year. The decision is made in the early Spring, which gives the manufacturers just a few months to produce, in the case of the UK, 3.5 million doses of vaccine. (In fact, last year's epidemic was threatening to be so severe, that extra stocks were pulled in by manufacturers from the USA to cope with the demand.)

While most vaccine is directly given by GPs, the National Pharmaceutical Association says that as pharmacists and their assistants have more day-to-day contact with members of the public than any other health professional, you can be of help by reminding "at risk" customers to talk to their doctor about the jab.

One school of thought suggests that everyone over the age of 65 should be vaccinated, but the Department of Health's guidelines remain that only those in specific "at risk" categories should be vaccinated. These categories are: people suffering from chronic heart, lung or kidney disease, or diabetes; people with low resistance to infection; and the elderly living in residential homes or other long stay accommodation.

Q&A

My father-in-law has just been diagnosed as suffering from Parkinson's disease. As he's recently retired from a high-powered job, we're wondering if it could be caused by stress.

People with Parkinson's disease often report that a stressful event brought on their disease, but research has so far not shown this to be so. Stress seems not so much a cause but something which aggravates the symptoms. You can obtain further advice and information by contacting The Parkinson's Disease Society: 36 Portland Place, London W1L 3DG. Tel: 071 323 1174

My daughter is about to start her course of whooping cough immunisation. Does this immunisation give complete protection against whooping cough?

About four out of five children who have the course of three injections get complete protection from whooping cough, and the children who do get the disease even after being immunised usually only get a mild attack. A new campaign has recently been launched to encourage parents to have their children vaccinated against the main childhood diseases. Your doctor will be able to advise you and answer any questions you might have about immunisation.

My husband has been advised to cut down on the amount of alcohol he drinks. He'd like to try some low-alcohol drinks, but we're confused by the different types available. Can you advise?

There are a growing number of low/no alcohol beers and wines on sale. Alcohol-free products must contain less than 0.05 per cent alcohol. So if, for instance, there is a medical reason why you should avoid alcohol completely, you may even need to avoid "alcohol-free" drinks. Low-alcohol on a label can be rather confusing. It simply means that the product has an alcohol content lower than normal. In fact, low-alcohol wine may actually be as strong as ordinary strength lager. Further information and advice on safe drinking can be obtained from: Alcohol Concern, 305 Gray's Inn Road, London WC1X 8QF. Tel: 071 833 3471.

My grandson is off sick from school. The doctor says he is suffering from otitis media. I've never heard of this ailment, what is it?

This is inflammation and infection of the middle ear — the part of the ear behind the eardrum. A common symptom is earache, but many children may only complain of tummy ache or sickness. There may also be a certain amount of temporary loss of hearing. There might be a discharge from the ear, and sometimes the child is feverish and otherwise off-colour. The doctor may have prescribed an antibiotic mixture to take. Your grandson should complete the whole course. If the doctor has also prescribed eardrops, your pharmacist can advise on how best to use them.

Last month's answers

Wordsearch

Owing to a checking error, there was no missing word "C" in the passage. Entries which ignored the "C" answer space, or who printed the answers in the correct order, were placed in the draw for the winning entries.

The correct answers were: diarrhoea; worse; medicines; kaolin & morphine; oral rehydration; sachets; dehydrated; diarrhoea.

Match Up

The correct pairs were: Allen & Hanburys; Chemist & Druggist; Kaolin & Morphine; May & Baker; Pestle & Mortar; Potter & Moore; Richards & Appleby; Smith & Nephew; Soft & Gentle; Soft & Pure.

Last month's winners

Match Up

Mrs E. Mason Phillip Goodman Ltd, 57 Norton Way North, Letchworth, Herts
P. Pearce James of Rotherhithe Ltd, 182/184 Lower Rd, Rotherhithe
Miss Linda Beckwith Boots The Chemists Ltd, 177-185 High Rd, Ilford, Essex
Moira Palmer H. Shackleton & Co, 18 The Rise, Beaufort, Ebbw Vale, Gwent
Miss W. Sadler P.D. James, 30 Town Street, Duffield Derby

Wordsearch

Mrs E. Barrier Clayfields, 305B Gregson Lane, Houghton, Preston, Lancs
Catherine Edwards Westons Ltd, 6-7 Coombe Terrace, Lewes Road, Brighton
Anne Marie Briggs Ralph Cuthbert (Stockport) Ltd, Heaton Norris Health Centre, Cheviot Close, Stockport
Paula Egan S. Darke Ltd, 5 Sea Road, Fullwell, Sunderland Tyne & Wear
Mrs J.A. Woods Orchards Pharmacy, 18 Orchards Shopping Centre, Haywards Heath, West Sussex

OTC PRODUCT LISTING

Colds and flu symptoms

The treatment of colds and flu symptoms is discussed in an article beginning on page 4 of this issue of *Over the Counter*. Many of the analgesics featured in part seven of our OTC listing in July are also indicated for cold symptoms. The listing below contains products specifically indicated for colds. Cough products will be featured next month. There is, inevitably, some crossover between the two lists.

Actifed Tablets (P)

Wellcome

White, scored tablets each containing triprolidine 2.5mg and pseudoephedrine 60mg
Decongestant for cold symptoms
Adults and children over 12: One tablet three times a day
12 **£1.45**

Actifed Syrup (P)

Clear, yellow syrup containing triprolidine 1.25mg and pseudoephedrine 30mg in 5ml
Adults and children over 12: 10ml **6-12:** 5ml **2-5:** 2.5ml; all three times a day
100ml **£1.89**

Afrazine

Schering-Plough

Clear isotonic drops or solution containing oxymetazoline 0.05%.
Nasal congestion associated with colds and allergic rhinitis
Adults and children over 5: 2-3 drops or spray into each nostril in the morning and at bedtime
Spray 15ml **£1.39** Drops 15ml **£1.39**

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist.

Aller-eze Tablets (P)

Intercare

White tablets each containing clemastine 1.34mg
Allergic rhinitis including hayfever, perenial rhinitis
Adults and children over 12: One tablet night and morning **7-12:** Half to one tablet night and morning **3-6:** Half a tablet night and morning
10 **£1.79** 30 **£4.25**

Aller-eze Elixir (P)

Clear, peach-flavoured sugar-free liquid containing clemastine 0.67mg in each 5ml
Adults and children over 12: 10ml night and morning **7-12:** 7.5ml before breakfast and at bedtime **3-6:** 5ml before breakfast and bedtime
100ml **£1.85**

Aller-eze Plus (P)

White tablets each containing clemastine 0.67mg and phenylpropanolamine 25mg
Nasal and sinus congestion, hayfever, and allergy symptoms
Adults: One tablet every six hours. Max four a day
12 **£1.85** 24 **£3.09** 36 **£4.45**

Beecham Hot Lemon some (P)

SmithKline Beecham

Lemon-flavoured powders, each containing paracetamol 600mg and vitamin C 40mg
Colds and flu
Adults and children over 12: One sachet every 4 hours, up to six sachets in 24 hours. Not for children under 12 except on medical advice
5 **£1.25**, 10 **£1.99**, 20 **£3.40**, single **£0.29**

Beecham Hot Blackcurrant

Beecham Hot Honey & Lemon

Flavoured powders, same ingredients as Hot Lemon
5 **£1.25**, 10 **£1.99**, single **£0.29**

Remember

There is no specific cure for a viral infection like a cold. Cold remedies relieve symptoms like headache, pain, high temperature, nasal congestion, sore throat etc

Patients with sore throats may find swallowing tablets difficult, and dispersible or soluble products may be preferred

Decongestant drops and tablets should be used in the short-term only, as prolonged use may lead to a rebound congestion

Many of the cold products in the list can cause drowsiness. Patients' attention should be drawn to the warning, which says that alcohol should be avoided, and driving skills may be impaired

Earache associated with colds should not be treated using eardrops. Patients complaining of earache should see a doctor. Ask your pharmacist if you are unsure

Ask patients if any other medicines are being taken. The ingredients of many cold remedies interact with some prescription medicines. If a customer says they are taking medicines prescribed by their doctor, ask your pharmacist to have a word

Aspirin products should not be taken by children under 12

Cold and flu symptoms continued

Beecham's Powders some (P)

SmithKline Beecham

White cinnamon-flavoured powders, each containing aspirin 600mg, caffeine 50mg
Colds, flu and headaches
Adults: Mix a powder with a little water and stir before drinking. At the first symptoms take one powder. Repeat every three to four hours as necessary.
Caution: Do not exceed six doses in 24 hours
8 **£1.07** 20 (P) **£1.95**

Beecham's Powders Capsules

Capsules each containing paracetamol 300mg, caffeine 25mg and phenylephrine 5mg
Colds and flu with added decongestant for catarrh
Take at the first signs of a cold or chill.
Adults and children over 12: Two every 3-4 hours, not exceeding 12 in 24 hours.
6-12: One very 3-4 hours, not exceeding six in 24 hours.
10 **£1.12**, 20 **£1.89**

Beecham's Powder Tablets

Tablets, each containing aspirin 300mg and caffeine 25mg
Adults: At the first signs of colds and flu, take two. Repeat every 3-4 hours as necessary
Caution: See Beecham's Powders above
18 **£1.22**, 36 (P) **£1.84**

Benylin Day & Night (P)

Warner-Lambert

Yellow daytime tablets (15) each containing paracetamol 500mg and phenypropanolamine 25mg, and blue nightime tablets (5) each containing paracetamol 500mg and diphenhydramine 25mg
Colds and flu
Adults: One yellow tablet morning, midday and afternoon, and one blue tablet at night.
Caution: Overdose is dangerous — seek medical attention immediately.
20 **£2.35**

Catarrh-Ex (P)

Thompson Medical

Tablets each containing paracetamol 500mg and pseudoephedrine 60mg
Congestion associated with pain and fever
Dose three times a day. **Adults and children over 12:** One tablet **6-12:** Half a tablet
16 **£1.69**

Coldrex

Sterling Health

Orange and white tablets each containing paracetamol 500mg, phenylephrine 5mg, caffeine 25mg, terpin hydrate 20mg and vitamin C 30mg
Colds and flu
Adults: Two tablets up to four times a day. **Children 6-12:** One tablet up to four times a day
12 **£1.30**, 24 **£2.10**

Coldrex Powders

Blackcurrant or lemon-flavoured granules containg, in each 5g sachet, paracetamol 1000mg, phenylephrine 10mg and vitamin C 60mg
Adults: One sachet up to four times a day
5 **£1.30**

Congesteze (P)

Schering-Plough

Clear, colourless to light yellow syrup, containing azatadine 1mg and pseudoephedrine 30mg in 5ml
Relief of symptoms of blocked up, runny nose and catarrh
Children aged 6-12: 2.5-5ml twice a day.
Caution: May cause drowsiness
120ml **£1.99**

Congesteze Paediatric Syrup (P)

Clear, colourless to light yellow syrup containing azatadine 0.25mg and pseudoephedrine 7.5mg and 5ml
Children aged 1-6: 5ml twice a day.
120ml **£1.99**

Contac 400 (P)

SmithKline Beecham

Capsules each containing phenylpropanolamine 50mg and chlorpheniramine 4mg
Colds
One capsule each morning and one at bedtime. Not recommended for children under 12
Caution: Do not chew or crush the "time pills" as this will interfere with the 12 hour action.
6 **£1.85** 12 **£2.95** 24 **£3.99**

Cupal Baby Chest Rub (P)

Cupal

Clear ointment containing camphor 5%, oil of turpentine 5%, menthol 2%, oil of eucalyptus 2%, in a base of cedarwood, nutmeg and thyme
Bronchial congestion and catarrh in babies and children. Apply to the chest, throat and back morning and night
Caution: Do not apply directly to the nostils. Keep away from the eyes
28g **£1.15**

Day Nurse Capsules (P)

SmithKline Beecham

Orange-yellow capsules, each containing paracetamol 500mg, phenylpropanolamine 12.5mg and dextromethorphan 7.5mg
Day-time cold remedy
Adults and children over 12: Two capsules every 4 hours as required, but not more than eight in 24 hours, or no more than six if Night Nurse is being taken before bed-time **6-12:** One capsule every 4 hours as required, up to four in 24 hours, or three if Night Nurse is being given.
20 **£2.49**

Day Nurse Liquid (P)

Orange liquid containing, in 10ml, the same ingredients as one capsule
Adults and children over 12: 20ml **6-12:** 10ml
160ml **£2.80**

Dimotapp LA Tablets (P)

Robins

Maroon tablets, each containing brompheniramine 12mg, phenylephrine 15mg and phenylpropanolamine 15mg
Nasal congestion
Adults: One tablet night and morning
6 **£1.15**, 12 **£1.99**, 30 **£3.99**

Dimotapp Elixir (P)

Sugar-free liquid containing brompheniramine 4mg, phenylephrine 5mg and phenylpropanolamine 5mg in 5ml
Adults: 5-10ml three times a day **Children 6-12:** 5ml three times a day. The interval between doses should not be less than 4 hours
100ml **£1.89**

Dimotapp Paediatric Elixir (P)

Sugar-free liquid containing brompheniramine 1mg, phenylephrine 2.5mg and phenylpropanolamine 2.5mg in 5ml
Children 6-12: 10ml three times a day **2-6:** 5ml three times a day
100ml **£1.79**

Dristan Spray

Whitehall

Liquid containg oxymetazoline 0.05% camphor, menthol and eucalyptus
Catarrh and nasal congestion due to head colds, hayfever
Spray once or twice into both nostrils, and repeat every 8 to 10 hours as necessary
15ml **£1.63**

Dristan Tablets (P)

Yellow and white tablets each containing phenylephrine 5mg, chlorpheniramine 2mg, aspirin 325mg and caffeine 16.2mg
Adults: Two tablets every four 4 hours, not to exceed eight in 24 hours
Caution: May cause drowsiness
12 **£1.15** 24 **£1.95**

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist.

Eskornade Spansule (P)

Smith, Kline & French

Clear, sustained-release capsules, grey capped and filled with red, grey and white pellets, and each containing phenylpropanolamine 50mg and diphenylpyraline 5mg
Congestion association with colds, flu and allergic rhinitis
One capsule every 12 hours
Caution: May cause drowsiness
12 **£2.28** 30 **£4.00**

Eskornade Syrup (P)

Pale green, greengage-flavoured syrup containing phenylpropanolamine hydrochloride 12.5mg and diphenylpyraline 1.5mg in each 5ml
Adults and children over 12: 10ml up to four times a day **6-12:** 5ml up to four times a day **2-5:** 2.5ml up to four times a day
150ml **£4.12**

Fennings Lemon Mixture

Fennings

Lemon flavoured mixture containing sodium salicylate 250mg in 5ml
Symptomatic relief of influenza, feverish colds
20ml every 4 hours with equal quantities of water. No more than four doses in 24 hours
200ml **£1.38**

Flurex Bedtime Cold Remedy (P)

Cupal

Clear, green liquid containing paracetamol 500mg, diphenhydramine 10mg, ephedrine 15mg and codeine phosphate 10mg in each 5ml
Flu and colds at night
Adults and children over 12: 20ml at bedtime
Caution: Asthmatics should consult their doctor. May cause drowsiness
140ml **£2.15**

Flurex Hot Lemon Concentrate (P)

Clear, yellow liquid containing codeine phosphate 5mg, ephedrine 7.5mg and diphenhydramine 5mg in 5ml
Colds, flu and associated dry coughs
Adults and children over 12: 10ml spoonfuls three or four times a day, at three hour intervals
Caution: As above. Drowsiness warning
100ml **£2.15**

Flurex Tablets

Pink tablets each containing paracetamol 400mg, phenylephrine 5mg and caffeine 30mg
Symptomatic relief of colds, flu and catarrh
Adults and children over 12: Two every 4 hours if required up to a maximum eight per day **6-12:** One tablet every 4 hours if required up to four per day
24 **£1.72**

Flurex Capsules (P)

Red capsules each containing paracetamol 250mg and phenylephrine 5mg
Adults and children over 12: Two every 4 hours. No more than 12 a day **6-12:** One every 4 hours. No more than 6 a day
16 **£1.76**

Flurex Decongestant Inhalent

Soft gelatin capsules each containing camphor 60mg, menthol 25mg, turpentine oil 50mg and eucalyptus oil 20mg
Nasal congestion
Sprinkle contents onto nightwear or bedlinen, onto a handkerchief or tissue or tip into a pint of hot water for inhalation
Caution: Not to be taken internally. Avoid contact with eyes, nostrils and skin
12 **£1.25**

Galpseud (P)

Galen

Orange coloured and flavoured sugar free linctus containing pseudoephedrine 30mg in 5ml
Relief of nasal, sinus and upper respiratory congestion
Adults: 10ml three times a day **Children aged 6-12:** 5ml three or four times a day **2-6:** 2.5ml three or four times a day
100ml **£1.10**

Galpseud Tablets (P)

White tablet containing pseudoephedrin 60mg
Adults and children over 12: One tablet three times daily
18 **£1.29** 100 **£5.83**

Karvol (P)

Crookes Healthcare

Clear capsules filled with an orange fluid containing menthol 35.9mg, chlorbutol 30mg, cinnamon oil 12.3mg, pine oil 85.5mg, terpineol 67.4mg and thymol 3.2mg
Nasal congestion
Young children: Snip top off capsule and dab contents onto a handkerchief tied securely in the vicinity, but out of the reach, of the child **Older children and adults:** Dab contents on to bedding nearby, but avoid the possibility of direct skin content. Alternatively, squeeze contents onto a tissue or into a pint of water and inhale the vapour freely
Caution: Avoid contact with eyes and prolonged contact with skin. Do not take internally.
10 **£1.39** 20 **£2.55**

Prices in this section are correct at the time of going to press. For latest packs and prices, see *C&D* Price Service.

Lem Plus Capsules (P)

Wallis

Green/yellow capsules each containign paracetamol 300mg, caffeine 25mg and phenylephrine 5mg
Cold and flu symptoms
Adults: One to two capsules every 3 to 4 hours. Maximum of eight in 24 hours
24 **£1.59**

Lem Plus Powders
Sachets of powder containing paracetamol 650mg and ascorbic acid 50mg
Adults and children over 12: One sachet every 4 hours up to a maximum of four in 24 hours.
Caution: Do not give to children under 12 years old
5 **£0.89**, 10 **£1.45**

Lemsip Cold Relief some (P)

Reckitt & Colman

Yellow or purple powder (lemon or blackcurrant flavour) in 6.9g sachets, each containing paracetamol 650mg, phenylephrine 5mg, sodium citrate 500mg and vitamin C 10mg
Stuffy nose, body aches and pains, headache and fever
Adults and children over 12: One sachet every 4 hours
Caution: Do not exceed six doses in 24 hours.
5 **£1.25**, 10 **£1.99**, 16 (Lemon) **£2.89** (P)

Lemsip Junior Blackcurrant (P)
Purple powder in sachets, each containing paracetamol 217mg, phenylephrine 1.7mg, sodium citrate 167mg and vitamin C 3.3mg in a base containing blackcurrant and lemon
Children 3-6: One sachet **6-12:** Two sachets. Pour contents into a small beaker and half fill (two sachets fill) with hot water. Stir until dissolved and sweeten to taste. Repeat after 4 hours, but no more than than four doses in 24 hours
£0.93

Mackenzies Decongestant (P)

Cox

Off-white tablets containing methylephedrine 15mg, menthol 1mg, paracetamol 250mg, guaiphenesin 50mg and chlorphenramine 2mg
Catarrh and blocked sinuses
Adults: One tablet three of four times a day as required, with water. **Children 10-15:** One tablet twice daily. **5-9:** Half a tablet once or twice a day
Caution: May cause drowsiness
24 **£1.49**

Mentholatum Balm

The Mentholatum Co

Pale yellow ointment with greasy texture, containing menthol 1.66%, camphor 10% eucalyptus oil 0.66%, pumilio pine oil 0.66% and methyl salicylate 0.66%
Colds, catarrh and hayfever
Rub on chest, throat and back, or melt one teaspoonful in hot water and inhale vapour
Caution: Keep area of application uncovered or loosely covered. Keep clear of eyes and nose and delicate skin. Do not use on children under one year of age
Jar 30g **£1.20**, tube 25g **£1.10**

Mentholatum Nasal Inhaler
A nasal applicator enclosing a wad of cotton wool containing a volatile solution of menthol 40%, camphor 40%, eucalyptus oil 5%, pumilio pine oil 4% and methyl salicylate 11%
Use as often as needed
£0.69

Mucron Tablets (P)

Ciba

Capsule-shaped tablets each containing paracetamol 500mg and phenylpropanolamine 25mg
Sinus pain and congestion, nasal congestion and catarrh
One tablet two to four times daily, at 4 hourly intervals. Maximum four tablets in 24 hours.
12 **£1.53**, 30 **£2.63**

Junior Mu-Cron (P)
Strawberry-flavoured syrup containing phenylpropanolamine 10mg and ipecacuanha 104mg in 5ml
Symptoms of catarrh, runny nose, chestiness and nasal congestion
Children 2-6 years: 2.5ml **6-12 years:** 5ml doses to be taken up to five times a day, with at least four hours between doeses
100ml **£1.95**

Night Nurse Capsules (P)

SmithKline Beecham

Green/white capules, each containing paracetamol 500mg, promethazine 10mg and dextromethorphan 7.5mg
Night-time cold remedy
Adults and children over 12: Two capsules just before bed-time **6-12:** One capsule just before bed-time
Caution: Do not give to children under 6 except on medical advice. Do not exceed the stated dose. May cause drowsiness. Do not take with any other cold or decongestant medication at night
10 **£1.84**

Night Nurse Liquid (P)
Green liquid containing, in 10ml, the same ingredients as one capsule
Adults and children over 12: 20ml **6-12:** 10ml
160ml **£2.80**

Remember

There is no specific cure for a viral infection like a cold. Cold remedies relieve symptoms like headache, pain, high temperature, nasal congestion, sore throat etc

Patients with sore throats may find swallowing tablets difficult, and dispersible or soluble products may be preferred

Decongestant drops and tablets should be used in the short-term only, as prolonged use may lead to a rebound congestion

Many of the cold products in the list can cause drowsiness. Patients' attention should be drawn to the warning, which says that alcohol should be avoided, and driving skills may be impaired

Earache associated with colds should not be treated using eardrops. Patients complaining of earache should see a doctor. Ask your pharmacist if you are unsure

Ask patients if any other medicines are being taken. The ingredients of many cold remedies interact with some prescription medicines. If a customer says they are taking medicines prescribed by their doctor, ask your pharmacist to have a word

Aspirin products should not be taken by children under 12

Otrivine Nasal Spray

Ciba

Liquid containing xylometazoline 0.1%
Nasal congestion, perennial and allergic rhinitis and sinusitis
One application in each nostril two or three times daily
Caution: Do not use continuously for more than seven days
GSL/Only distributed through pharmacies
10ml **£1.35**

Otrivine Nasal Drops
As above
10ml **£1.35**

Otrivine Paediatric Drops
Liquid containing xylometazoline 0.05%
As above
10ml **£1.35**

Penetrol

Crookes Healthcare

Colourless thick liquid containing menthol 17.5% cajuput oil 2.5%, lavendar oil 8%, otto lavend 4%, eucalyptus oil 7.5% and peppermint oil 0.2%
Nasal congestion and hayfever
Sprinkle a few drops on a handkerchief and inhale
Caution: Avoid contact with eyes. Not to be taken internally
13ml **£1.30**

Penetrol Catarrh Lozenges
12 **£1.15**

Potter's Pastilles

Booker

Red, oval-shaped pastilles containing sylvestris pine oil 0.41%, pulmilio pine oil 0.41%, eucalyptus oil 0.02%, creosote 0.2%, menthol 0.83%, thymol 0.02%, aqueous extract marshmallow 0.5%
Colds, coughs and hayfever
Suck one as often as required and breathe through nose
45g **£1.09**

Procol (P)

SmithKline Beecham

Pink/colourless capsules containing pink and white beads, each containing phenylpropanolamine 50mg
Cold symptoms
Adults: One in the morning and one at bedtime. Swallow whole with a glass of water
8 **£2.19**

Sine-Off (P)

SmithKline Beecham

Tablets each containing aspirin 325mg, phenylpropanolamine 12.5mg and chlorphenramine 2mg
Sinus congestion and headache
Adults: Two tablets every 4 hours. Maximum of eight in 24 hours
Caution: Drowsiness warning
12 **£1.59** 24 **£2.49**

Sinutab (P)

Warner-Lambert

Tablets each containing paracetamol 500mg and phenylpropanolamine 12.5mg
Nasal and sinus congestion, headache and pain
Adults: Two tablets three times a day. Maximum of six in 24 hours **Children 6-12:** One tablet three times a day. Maximum of three in 24 hours.
15 **£1.69** 30 **£2.65**

Snufflebabe (P)

Pickels

Off-white, semi-transparent ointment containing eucalyptus oil 2%, menthol 1.5% and thyme oil 0.5%
Congestion
Lightly rub onto the chest, throat and back. Leave bedcovering loose so that

Cold and flu symptoms continued

vapours may be inhaled during the night
Caution: Do not use on infant's nostrils
25g **£1.05**

Sudafed Elixir (P)

Wellcome

Yellow elixir containing pseudoephedrine 30mg in 5ml
Cold and flu symptoms
Adults and children over 12: 10ml three times a day **Children 6-12**: 5ml three times a day **2-5**: 2.5ml three times a day
100ml **£1.63**

Sudafed Tablets (P)

Tablets each containing pseudoephedrine 60mg
Adults and children over 12: One tablet three times a day
12 **£1.29**

Sudafed Co (P)

Tablets each containing paracetamol 500mg and pseudoephedrine 60mg
Cold and flu symptoms with aches & pains
Adults and children over 12: One tablet three times a day. **6-12**: Half a tablet three times a day
12 **£1.55**

Prices in this section are correct at the time of going to press. For latest packs and prices, see *C&D* Price Service.

Triogesic (P)

Intercare

Pink tablets each containing paracetamol 500mg, and phenylpropanolamine 12.5mg
Nasal and sinus congestion and associated pain
Take up to four times daily, leaving at least 4 hours between doses
Adults and children over 12: One or two tablets **Children 6-12**: One tablet
12 **£1.45** 30 **£2.55**

Triominic (P)

Intercare

Yellow tablets each containing phenylpropanolamine 25mg and pheniramine maleate 25mg
Nasal congestion and allergic rhinitis
Adults and children over 12: One tablet **Children 6-12**: Half a tablet. Doses to be taken up to four times a day leaving four hours between doses.
Caution: May cause drowsiness
12 **£1.45** 30 **£2.55**

Uniflu with Gegovite C Tablets (P)

Unigreg

Lilac oblong Uniflu tablets each containing paracetamol 500mg, codeine phosphate 10mg, diphenhydramine 15mg, phenylephrine 10mg and caffeine 30mg. Yellow lemon-flavoured, chewable Gregovite C tablets containing vitamin C 300mg
Flu, blocked-up nose, sinus congestio, headache, fever, aching limbs, sneezing, sore throat, coughing and runny nose
Take as soon as symptoms start, and continue until they disappear. **Adults**: One of each tablet every 6 hours. Maximum of four Uniflu tablet in 24 hours **Children over 12**: One of each tablet every 8 hours. Maximum of three Uniflu tablets in 24 hours
Caution: Drowsiness warning
6 + 6 **£2.16**, 12 + 12 **£3.61**

Vapex

Fisons

Clear liquid containing menthol 17.5%, linalyl acetate 0.468%, eucalyptus oil 4.687%, lavender oil 4.687%, bornyl acetate 0.416%, essential oil of camphor 1.5% and alcohol 70.742% (76%v/v)
Nasal congestion
Sprinkle a few drops on a handkerchief then inhale vapour often during the day
14ml **£0.99**

Vicks Cold Care (P)

Procter & Gamble

Capsules each containing paracetamol 325mg, dextromethorphan 10mg and phenylpropanolamine 12.5mg
Cold and flu symptoms
Adults and children over 12: Two capsules every four hours. Maximum of eight in 24 hours **Children 6-12**: One capsule every 4 hours. Maximum of four in 24 hours
10 **£1.19**, 20 **£2.15**

Vicks Inhaler

Procter & Gamble

Inhaler containing menthol 41.5%, camphor 41.5%, methyl salicylate 12.3% and oil of pine needles 4.7%
Nasal congestion
Insert well into nostril, holding the other nostril closed. Inhale deeply. Use as frequently as necessary
0.5ml **£1.05**

Vicks Medinite (P)

Procter & Gamble

Green liquid containing, in each 30ml dose, dextromethorphan 15mg, ephedrine 8mg, doxylamine 7.5mg and paracetamol 600mg, with alcohol 18.94%
Night-time cold medicine
Adults and children over 12: 30ml at bedtime
Children 10-12: 15ml at bedtime
Caution: May cause drowsiness. Asthmatics should consult their doctor before using this product
180ml **£2.49**

Vicks VapoRub

Procter & Gamble

Ointment containing menthol 2.82%, camphor 5.46%, eucalyptus oil 1.35% and turpentine oil 4.71%
Children and adults: Rub liberally into chest, throat and back — especially at bedtime. Leave nightclothes loose to allow vapours to be inhaled easily **Babies over 6 months**: Apply lightly to chest and back. Rub in gently. *Inhalation*: Melt two teaspoonsful in a bowl of hot, not boiling, water. Inhale for 10-15 minutes
Caution: Do not swallow or place in nostrils. Do not reheat mixture after inhalation
50g **£1.35**

Vicks Sinex

Procter & Gamble

Nasal spray containing oxymetazoline 0.05%, menthol 0.025%, camphor 0.015%, eucalyptol 0.0075% in buffered aqueous solution
Decongestant nasal spray
Adults and chilren over 6: One to two sprays into each nostril every six to eight hours
20ml **£1.79**

Wright's Vaporizer Fluid (P)

LRC

Liquid containing chlorocresol 10%
Common colds, coughs and other upper respiratory tract infections
For use in Wright's Vaporizer
Caution: Not to be used for children under 2 years except on medical advice
50ml in complete kit **£11.99**. in refill kit **£5.39**

Cold sores

Cold sores are highly contagious, with the initial infection occurring during childhood, probably by kissing an infected adult.

Cold sores are a viral infection which reappears several times during the year. An attack usually begins with a tingling sensation, which swells into a painful blister which then collapses to form a weeping sore which dries to form a scab.

Treatment involves relief of pain and the application of soothing products which help the sore to dry up. Products containing iodine claim to affect a cold sore's progress if used immediately the "tingling" stage appears. Sufferers should be advised to avoid physical contact with others and wash their hands often during an attack.

Blisteze Cream

DDD

White cream containing strong ammonia solution 0.2%, ammonia solution aromatic 6.04% and liquefied phenol 0.494%
Apply every hour on first symptoms.
3.5g **£1.12**

Brush Off Cold Sore Treatment

Napp

Alcoholic solution of povidone iodine 10%
Apply twice daily to the affected area and allow to dry. Rinse brush thoroughly after use
Caution: Avoid in rare cases of suspected iodine sensitivity
8ml **£1.79**

Colsor Cream

Pickles

Water-based cream containing tannic acid 5%, camphor 0.1%, phenol 1% and menthol 0.5%
Apply as necessary, frequently during the day and at bedtime
Caution: Avoid contact with the eyes
5g **£1.20**

Colsor Lotion
Alcoholic solution containing tannic acid 5%, camphor 0.1%, phenol 0.5% and menthol 0.5%
Apply sparingly two or three times a day
10ml **£1.20**

Cupal Cold Sore Lotion (P)

Cupal

Brown alcoholic lotion containing povidone iodine 10%
Apply twice daily and allow to dry
6ml **£1.18**

Cupal Cold Sore Ointment
Smooth ointment containing diperodon hydrochloride 1%, allantoin 1%, camphor 1% and zinc oxide 5%
Apply five or six times a day
3.5g **£1.18**

For health conscious customers .....it's the
NATURAL CHOICE
FROMENT
Toasted Wheat Germ
BRAN
Natural and Toasted
TOP QUALITY PRODUCTS AT VERY COMPETITIVE PRICES Check your lists or local wholesalers

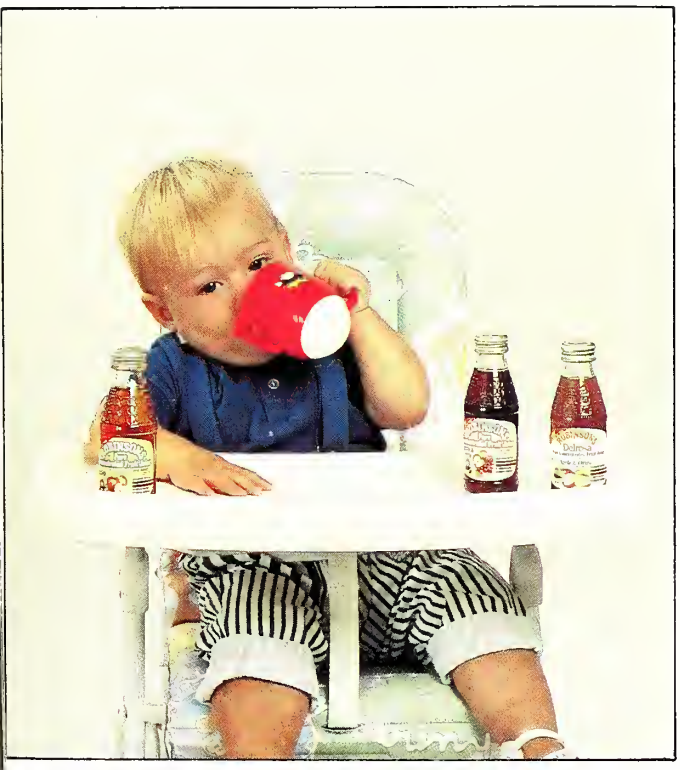
John H. Heron Ltd., 145 Boothferry Road, Goole DN14 6AX. Tel: (0405) 764271

Concentrating on fruit juices

The Delrosa brand has been revamped as a pure concentrated fruit juice in the best-selling apple and orange flavour (with rosehip extract) to replace all current varieties (**£0.89**).

Pure concentrated fruit juices in apple, and apple and cherry flavours, have been added to the existing range of ready-to-serve pure juices under the Robinsons label. The bottles are packed in eights and come ready for the counter in display outers.

All three products are preservative-free with no added sugar, artificial flavours or sweeteners and offer up to seven servings. A feature likely to be appreciated by a cost-conscious mum is that they can be kept in the fridge for up to two weeks after opening. Mums should also receive 15p-off coupons as part of a direct mailing programme.
Colman's of Norwich. Tel: 0603 660166.



A touch of Panache from Addis

Co-ordinating colour schemes are the key feature in Addis' range of Panache cosmetic bags and accessories in three different fabrics. Pastel pink, vibrant jade, rich grape and champagne are the shades Addis have chosen to brighten, first your shelves, then the homes of your customers.

Autumn Berries features four sizes of bag, a small vanity box and shower cap with prices ranging from **£3.99** to **£9.29**, in a floral and berry design.

Mirage, in lightweight, silky fabrics draws on an "eastern tradition" with prices for bags ranging from **£3.69** for a flat zip purse to **£8.99** for a holdall — there are complementary accessories.

The Apple Blossom collection of vanity box, shower cap, coat hanger (**£3.99**) and hot water bottle (**£9.29**) face up to the four cosmetic bags, all in floral prints trimmed with white lace and a pink satin bow.

New range accessories are beauty and bath sponges (**£0.42** and **£0.69**), flannels (**£0.99**), toothbrush holder (**£0.85**) and soapbox (**£0.85**).
Addis Ltd. Tel: 0992 584221.

Warner-Lambert help the blind

The seven most commonly used dosage instructions for medicines are now available from Warner Lambert in large print or braille on labels that come in a Benylin-flagged outer. Your pharmacist can use these to help the partially sighted or blind take their medicines as per the doctor's instructions.

To tie in with this patient support package the company is running a pharmacy promotion to support the Royal National Institute for the Blind. Leaflets available from your pharmacy will enable customers to purchase Puffin "kid's story" audio tapes at specially low prices (**£3.25**, down from **£4.99**). For every tape purchased Warner-Lambert will send 50p to the RNIB's Looking Glass Appeal up to the end of March 1991.
Warner-Lambert Healthcare. Tel: 0703 620500.

Sanatogen's vitamin plan for children

Fisons have introduced a vitamins range for children — Childplan — with two products aimed at different age groups. Childplan features information leaflets in each pack which explains the functions of vitamins to the parent, and sets out how they are relevant to the needs of children at different ages.

The first product is a multivitamin for three- to five-year olds, and contains vitamins A,B1,B6,B12, niacin, C,D,E, and folic acid. The second product is a multivitamin and mineral for six- to 12-year olds with higher amounts of all these vitamins,plus calcium, iron and iodine. A dose of one a day of either of the chewable, fruit flavoured tablets will give children in each age group their recommended daily allowance of each ingredient.

Packs are 36s for the younger children (3-5 years) and 30s for the older group (6-12 years) in a variety of flavours. Both products cost **£1.99** and will be supported with a £500,000 advertising campaign. Fisons Consumer Health. Tel: 0509 611001.

Stafford-Miller end mouthrinse Search

Stafford-Miller are positioning their dental rinse Search in the market niche between "cosmetic" and "serious" oral care products. As part of the Search range it carries the endorsement of Sensodyne.

Mouth rinses are said to be seen by the dental profession as part of the process of plaque removal that involves brushing and flossing — not as their replacement.

Search contains 0.5% cetyl pyridinium chloride in a yellow solution. It can be used full strength or diluted with an equal quantity of warm water, every three hours or as often as desired. It should not be swallowed and is not recommended for children under six years old. Packed in 200ml bottles it retails for **£1.99**. It will be distributed only to pharmacies and dental practices and is classified GSL.

Promotional support items are available to pharmacies. Stafford-Miller. Tel: 0707 331001.

Replens — a match for vaginal dryness

Vaginal dryness is a common condition, particularly in post-menopausal women. Columbia Laboratories have launched a new type of moisturiser to help deal with the problem.

Replens delivers its moisture to the vagina by means of a mucin-like substance called polycarbophil which has water molecules enmeshed in its structure. The novel feature is that Replens polycarbophil is able to attach itself to the mucosa of the vagina (bioadhesion), when it can diffuse water slowly into the mucosal cell.

The extra moisture delivered by Replens is said to be available for up to 72 hours providing relief from symptoms such as itching, irritation and discomfort, and allowing spontaneous and uninterrupted sex.

Two packs are available containing single use, tamper-proof applicators in a 2.5g dose (3s **£3.45**, 12s **£12.99**). Advertising in major women's magazines — and in the *Radio Times* and *TV Times* — breaks now, with a television test commercial being shown in TSW in November before a national showing in the New Year.

Columbia have set up a helpline on 0898 345097. Columbia Laboratories (UK). Tel: 071-222 7881.

A new Colour Confidence by Wella

"Gentle" creme formulations, a "no mess" application system, and pack design with a "cosmetic look" are the selling points of the relaunched Colour Confidence hair colorants from Wella.

The brand's positioning is that it can deliver natural, believable colours, to coincide with current consumer trends. And the 12 shades in the range come in a creme formulation which is said to be easier for your customer to distribute evenly through her hair. Another plus is that the developer is enriched with herbal ingredients to give a pleasant, masking fragrance.

Packs are easier to use, too, and come with an illustrated instruction leaflet as well as protective cape and gloves. Finally Wella claim theirs is the only home colorant to include both "after colour" shampoo and conditioner.

Full POS material is available for in-pharmacy display.
Wella GB. Tel: 0256 20202.

Boutique and Regular refreshed by Kleenex

Fresh designs and colours and improved tissue quality are the brand benefits for the relaunched Kleenex Boutique and Regular tissues.

Both tissues now have the softer sheets that already feature in Kleenex for Men, and which retain the strength of the old products.

White and peach are the colourways for Regular while Boutique gets three variants — pink and rose, peach and cream, and lilac and pink. Regular's pack design is designed to fit in with contemporary colour schemes, while that of Boutique complements today's trends in bathroom and boudoir decor!

Customers should be driven to your door by the Kleenex range's £3m advertisement spend on TV and radio and Boutique's campaign in young women's magazines.
Kimberly-Clark. Tel: 0622 717700.

Equaliance — Vichy's 'youth dew'

Vichy say they are offering your customers a new way to put back moisture lost from the skin with Equaliance hydra-repair — a way of adding a drop of morning dew, perhaps.

Equaliance contains bio-active liposomes which carry a hydrating (water adding) and reparative hyaluronic acid into the epidermis. The cream is a non-comedogenic moisturiser (eg doesn't block your pores!), said to be suitable for all ages and types of skin and bringing a long-lasting surface rehydration. It contains UVA and UVB filters as well and has an SPF of 1, and comes in 40ml jars (**£13**) and 30ml tubes (**£10**).

If you've been on a Vichy training school you will be able to obtain testers and samples for your pharmacy customers. If not, perhaps there is yet time before the effect of advertising in November women's magazines bears fruit.
Vichy (UK). Tel: 0235 526747.

Unichem add own-label oral care range

Giving your customers value for money in oral care is the Unichem rationale for the launch of their four-product own label range. The pre-brush rinse is said to have a mild cleansing antiseptic formulation, packed in a 250ml bottle with a dispenser cap (**£1.25**).

An anti-plaque formulation is claimed for the post-brush mouthwash which contains the anti-bacterial agent cetyl pyridinium chloride and sodium fluoride. Again a cap dispenser tops a 500ml bottle which retails at **£1.25**.

The freshmint toothpaste is said to feature an anti-plaque, tartar control formulation in a 50ml pack (**£0.45**). And the denture cleansing tablets come in 30s (**£0.59**).

Assistant marketing director Tony Foreman says pharmacists and assistants are best placed to advise on oral care products.
Unichem. Tel: 081-391 2323.

Wordsearch

£125 to be won

The five readers submitting the first correct entries opened after the closing date will each win £25

To enter this Wordsearch competition find the 15 cold remedies listed below hidden in the grid. When you have discovered all 15, the unused letters spell out, left to right, top to bottom, four common cold remedy ingredients. Enter these names in the spaces provided, fill in your name and pharmacy address and send them off to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Actifed	Karvol	Sinutab
Coldrex	Lemsip	Snufflebabe
Congesteze	Mucron	Sudafed
Contac	Night Nurse	Triogesic
Flurex	Sine Off	Vapex

S	I	N	U	T	A	B	E	P	E	H	T
D	N	M	I	E	D	C	R	Z	I	R	N
E	E	U	P	G	A	H	E	E	I	N	Y
F	L	C	F	T	H	T	P	O	R	O	P
I	A	R	N	F	S	T	G	N	F	O	K
T	L	O	A	E	L	E	N	F	M	A	F
C	C	N	G	I	S	E	O	U	R	P	L
A	N	N	E	I	P	E	B	V	R	I	U
A	O	R	C	A	N	C	O	A	E	S	R
C	T	A	M	I	O	L	L	P	B	M	E
M	E	N	S	U	D	A	F	E	D	E	X
T	H	C	O	L	D	R	E	X	O	L	L

The hidden ingredients are:

1.....

2.....

3.....

4.....

Closing date for entries: **Monday, November 12**

Send completed answers to Wordsearch No 11, *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

Name .....

Pharmacy .....

Address .....

Mismatch

£125 to be won

The five readers submitting the first correct entries opened after the closing date will each win £25

In each of the following group of dates, words, names and items there is an odd man out. When you've found these mismatches, write them in the spaces provided, fill in your name and pharmacy address and send the panel to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: **Monday, November 12**

Send completed answers to Mismatch No 2, *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

1. Dime, florin, half crown, farthing, sixpence
2. December 26, January 1, May 1, June 30
3. Cheese, cream, eggs, butter, margarine
4. Arthritis, flu, measles, polio, whooping cough
5. Ascorbic acid, pseudoephedrine, thiamine, riboflavine
6. Euston, Lime Street, Paddington, Victoria, Waterloo
7. Sean Connery, Timothy Dalton, Ian Ogilvy, Roger Moore
8. Snowdonia, Peak District, Dartmoor, Brecon Beacons, Wessex
9. Henry, George, William, Peter, Victoria, Elizabeth
10. £5, £10, £20, £25, £50

1 .....

2 .....

3 .....

4 .....

5 .....

6 .....

7 .....

8 .....

9 .....

10 .....

Name .....

Pharmacy .....

Address .....

BY VERITY

Verity is a real-life pharmacy assistant working full-time in a pharmacy somewhere in the UK, writing about her job as she sees it.

As we turn the clocks back and say good-bye to British Summer Time I've noticed that the sale of body scrubs grinds to a virtual halt as everyone hastens to cover up their rapidly fading tans. Some parts are not so easy to hide, though, and we've had quite a few heads of hair, badly damaged by the sun or by processing of various types, brought to our pharmacy for advice these past few weeks.

One lady whose auburn tint, on already permed hair, had faded to orangey-yellow, wanted us to give her the darkest brown we had in stock to "tone it down". As her natural shade was a mid-brown we were able (after 20 minutes) to persuade her otherwise. It's strange how many customers still think slapping on a really deep shade will cover a multitude of sins.

I bet we pharmacy assistants get some flak when the customer who cannot be talked out of a drastic colour change or perm turns to her hairdresser to rectify the damage. "Oh, but the girl in the chemist said it would be alright".

Have you noticed how rotas seem twice as long when it's dark earlier? There's no happy medium with them either. They can be: deadly quiet, no customers, stuck on your own trying to find odd chores, while the boss takes it out on you because it's not busy; or very busy, customers impatient, boss getting flustered doing the scripts as the dispensing assistant has gone home; or they can be more like a telephone exchange than a pharmacy — boss on phone chatting to friends or hasselling reps while on the other line (if, like us, you are unfortunate enough to have two) constant calls from customers asking if the pharmacy is still open for dispensing. By the time I've answered that particular question for the tenth time in an hour I'm sorely tempted to say: "No, we're just here for the fun of it".

Rotas must come pretty near the top of the list of the assistant's least favourite duties. Ours are often rounded off by one particular private patient who comes in just as the lights are being switched off, then proceeds to quibble about the cost of his prescription, never has any cash on him, and finally writes his cheque at a snail's pace!

MEANWHILE...

by Andy

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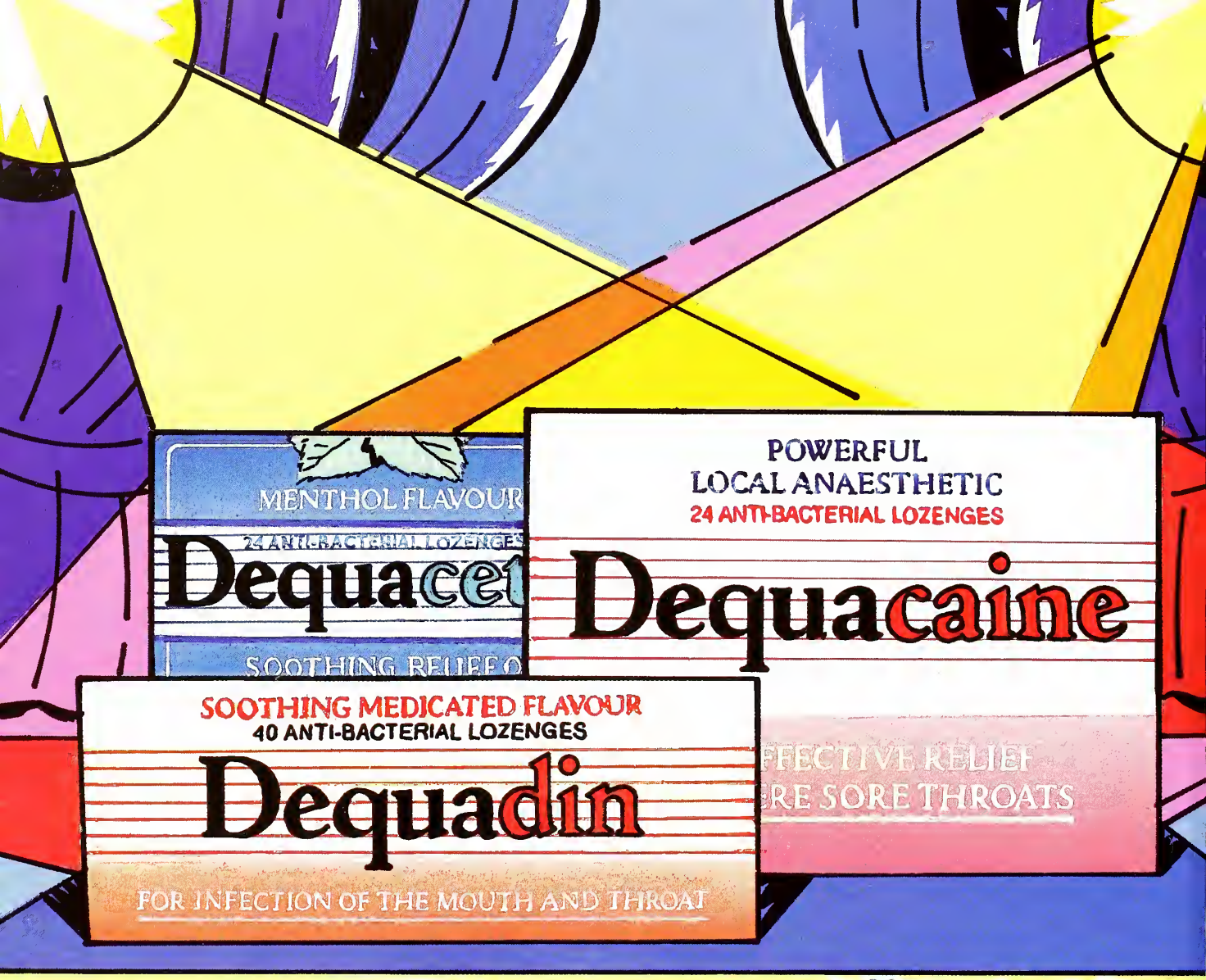

What the discerning throat lozenge will be wearing this winter

Having ensured that there's a Dequa lozenge to suit all of your customers, we felt that there was only one improvement left to make. We gave them bright new packs. So now they're even more tailor-made to make you a healthy profit.

EVANS

EVANS Medical Ltd, Langhurst, Horsham, West Sussex RH12 4QD Tel. (0403) 4140